



The impact of the national culture on expectations of services: the case of Sightseeing in Porto

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“Behind every piece of paper lies a human situation”.

Edward T. Hall

Biographical Skecth

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Abstract

The aim of this study is to analyse the impact of the national culture on expectations of services. With the increasing trend of globalization, it is crucial for managers to understand the main cultural differences across the world. International services are aimed at international customers, so companies that want to succeed and create satisfied customers must know what each one expect from the service. Therefore, the goal of this study is to determine if customers from different cultures have different expectations of the same service.

To date, little research can be found in the literature about this relationship. In order to fill this gap, this research investigates an empirical case: the international tourist service Sightseeing, in Porto. It is a topic of high relevance in International Business because it is essential for this internationalized service to meet the cultural differences across boundaries in order to optimize its performance. In general, understanding the expectations of the different nationalities concerning a certain service, will allow companies to be more competitive.

The empirical part of this study was conducted in Porto (Portugal) - elected Best European Destination 2014 by European citizens. Five nationalities were selected for this investigation (French, British, Spanish, German and Brazilian) and a mixed method research was adopted (qualitative and quantitative) in order to provide a more exacting and complete understanding of the phenomenon. Firstly some exploratory interviews were done; subsequently, the data gathered from these interviews was reversed in a survey. The surveys were distributed in a tourist service point that sells tickets for the Sightseeing buses.

The results obtained from this research helps to determine the different needs and expectations of these five nationalities that are useful to the company, in particular, and to international services, in general, to create more satisfied customers.

Keywords: National Culture, Service Quality, Customer Satisfaction, Expectations, Sightseeing

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1. Introduction

With the increasing growth of transnational companies and the development of culture related issues, cultural differences have an important role in terms of explaining the behaviour of consumers (Hsieh & Tsai, 2009). Thereby, the globalization of business activities provides a valid reason for understanding the customers' cultural context (Maheswaran & Shavitt, 2000) that is needed to successfully compete in the 21st century. In order to satisfy the quality expectations of consumers from different cultures and reduce the cultural shock and the gap between consumers' expectations and perceptions of service quality, it is imperative for managers to understand how the needs of consumers from various cultures differ (Hsieh & Tsai, 2009).

There are many authors who have been studied about customers' expectations on services (Oliver & Winer, 1987; Zeithaml *et al.*, 1993; Armstrong *et al.*, 1997; Clow *et al.*, 1997; Douglas & Connor, 2003). However, there have been insufficient discussions on the impact of the national culture on expectations. Previous studies have yet to provide evidence of how customers from different cultures evaluate services (Maheswaran & Shavitt, 2000; Hsieh & Tsai, 2009; Lin *et al.*, 2013). Even though there are some studies that have shown the influence of cultures on service quality expectations, they have some weaknesses. For instance, these reviews have been unable to distinguish between will and should expectations and to evaluate the impact of the Country of Origin Effect on customers' expectations. Moreover, in most of the reviews about national cultures, the authors have chosen to follow the Hofstede's (1983) cultural dimensions theory. So, in order to bring a new approach to the literature and to analyse the expectations according to space, time and communication, this dissertation focuses on Edward Hall's (1990) typology.

The intense competition that all companies confront today forces those which want to gain competitive advantage to deliver high quality services so as to satisfy their customers (Sureshchandar *et al.*, 2002). The biggest issue that we are dealing now is to know what customers from different cultures expect from a given service.

The aim of this study is to analyse the impact of the national culture on service expectations. There are two sorts of service quality expectations, but on this research the

emphasis lies on should expectations. Should expectations are considered the most important ones because they define the level of service the customer hopes to receive before encountering a service. Little is known from previous studies on this relationship, so this study aims to answer the following question: does the national culture have an impact on the expectations of the services? In order to investigate this problem, a specific international service was analysed: the tourist service Sightseeing, in Porto. Pikkemaat & Weiermair (2001) believe that tourists' specific expectations toward a tourist service are to some extent derived from their cultural background and personal socialization. For that reason, management should recognize different needs of consumers from different cultures to satisfy their expectations.

This topic has high relevance in International Business and the findings obtained from this study will help international companies, in general, and the Sightseeing service, in particular, to gain competitive advantage. Although the Sightseeing is provided in national territory, it is completely internationalized. In this research, the service is produced and consumed in Porto and according to Björkman & Kock (1997) foreign tourists when visiting a country and consuming a service should be regarded as an example of inward international business operation. Besides that, Luostarinen & Welch (1990) claim that foreign tourists visiting a country are considered indirect export operators. In other words, the internationalization process of the Sightseeing started with the arrival and consumption of foreign tourists. This is a service that serves everyday people from different countries. So, it is of great importance to understand the cultural differences across boundaries in order to optimize business performance. Moreover, this research needs to be conducted to overtake the lack of theoretical development and lead to a more customer-focused industry practices (Hsieh & Tsai, 2009). To compete in the 21st century, it is imperative for international companies to satisfy customers' needs and because of the diversity of cultures that these global services face, only the ones who are able to respond to international customers' expectations will succeed. Knowing the expectations of the different nationalities that most visit Porto allows this specific service to be more competitive. In short, the results obtained from this research will help to determine the expectations of each culture and, consequently, to generate more satisfied customers around the world. A quantitative approach was adopted in this case study, preceded by an exploratory qualitative

research. In a first stage, some exploratory interviews were directed to the tourists who experienced the Sightseeing in Porto. The interviewees were selected according to five different national cultures - French, British, Spanish, German and Brazilian (the top 5 of the nationalities which most visited Porto in 2014, according to Porto and North of Portugal Tourism Association). The interview guide was structured in three main categories - time, space and communication - that correspond to the classification of the cultural typology of Edward Hall (1989). The data was analysed through the coding process by NVivo *software*. In a second stage, it was possible to do a content analysis and recognize the categories which were then reversed in a survey. In order to evaluate if the 5 nationalities had significant differences on Sightseeing expectations concerning time, space and communication it was done an one-way Analysis of Variance (ANOVA) and t-tests. Some other tests were done to find out if the same expectations differed according to the purpose of the visit and with whom do the tourists travel. After this analysis, the influence of the Country of Origin Effect on expectations was tested through a Hierarchical Regression.

This dissertation is divided into six main sections. This being Section One introduces the research topic and the aim of the study. Section Two is followed by the literature review with the view to better understand the subject and clarify the main theoretical concepts, such as service quality, customer satisfaction, expectations, Country of Origin Effect, national culture and tourism service. Section Three presents the methodological proceedings adopted. Sections Four and Five introduce, respectively, the qualitative and quantitative approach followed by the respective findings and discussions. Finally, the study ends with Section Six drawing of the final conclusions together with the limitations and suggestions for future research.

2. Literature review

The concepts of service and service quality are more and more connected. Businesses have to satisfy their customers' needs if they want to succeed and the only way to achieve this is to find out what they expect. Because international services are offered to international customers, concepts like service quality and expectations depend on the national culture. So, the purpose of the literature review is (1) to define what national culture is; (2) to clarify what service quality is; (3) to show the importance of customer satisfaction; (4) to distinguish between will and should expectations; (5) to consider the impact of Country of Origin Effect; and (6) to establish the relationship between cultural distance and tourist services.

2.1 National Culture

Culture constitutes the broadest influence on many dimensions of human behaviour and this extensiveness makes defining culture difficult (Soares *et al.*, 2007; Mccort & Malhotra, 1993). Many authors have tried to define what national culture is. According to Robbins & Stylianou (2002, p. 3) "culture can be defined as a shared set of values that influences societal perceptions, attitudes preferences and responses". Culture can also be defined as the sum of all behavioural norms and patterns collectively shared by a social group and is considered multidimensional (Usunier & Lee, 2005; Dorfman & Howell, 1988). To Nakata & Sivakumar (2001) national culture is a pattern of thinking, feeling and acting that are rooted in common values and societal conventions. "Culture is everything that people have, think and do as members of their society and it often manifests in consumer decisions, which are driven by individual values that members of a culture hold. Cultural values are considered the basis motivators in life and are the prescriptions for behaviour" (Laroche *et al.*, 2004, p. 62). Hofstede (1991, p. 5) claims that culture is the "collective programming of the mind which distinguishes the members of one group or category of people from those of another":

"My favourite definition of culture is precisely that its essence is collective mental programming: it is that part of our conditioning that we share with other members

of our nation, region or group but not with members of other nations, regions or groups” (Hofstede, 1983, p. 76).

Implicit in many of these definitions is the fact that culture influences the belief system and the perceptions of consumers and, subsequently, their behaviour. In the context of marketing, consumers’ cultural values affect their expectations and perceptions of services and their buying behaviour. For that reason, companies need to consider the influence of culture (Kueh & Ho Voon, 2007).

Customers from different cultures or countries may expect a variety of levels regarding service quality, which differ because of the cultural patterns of behaviour and attitudes (Donthu & Yoo, 1998). These differences can be recognized in diverse “cultural values, social behaviour, attitudes, perceptions, needs, expectations, experiences, beliefs, norms, motivations and different verbal and non-verbal behaviour” (Reisinger & Turner, 1997, p. 141) and the literature suggests that cultural differences can be small or large and the bigger the differences in the cultural background, the more likely the behaviour of each person can be misunderstood and lead to friction (Reisinger & Turner, 1997).

International companies that desire to have success in the globalized market need to understand the cultural differences of global consumers. Those which have been expanding internationally feel the need to identify the cultural differences of their consumers and to create localized strategies in order to fit in the diversity (Park *et al.*, 2014). “Just as menus are localized for markets in different cultures, international companies should pay attention to customers’ behaviours in different cultures and their expectations for service delivery” (Park *et al.*, 2014, p. 259). So, in a globalized world it is fundamental to recognize that the level of satisfaction differs according to the national culture. Therefore, it is crucial to adapt the same service taking into account the cultural background (Laroche *et al.*, 2004).

According to Hofstede (1983), nationality is important to management for at least three reasons: political, sociological, and psychological. Firstly, countries are politically united, enriched with their own historical background and institutions: “forms of

government, legal systems, educational systems, labour and employer's association systems" (Hofstede, 1983, p. 75) and when comparing the formal institutions of different nations, one will realize that the way they are managed varies from culture to culture. Secondly, the majority of citizens have pride of their hometown and unique culture which implicates a significant symbolic value. Part of who we are is influenced by our cultural background. Consequently, because of this feeling of belonging and common identity, when people feel that their beliefs are being threatened, it is a justifiable reason for a war to take place. This is the so called 'symbolic value'. Then, the differences of one's nationality are constantly felt by them, becoming a reality for everyone, independently of the culture. Finally, our mentality is derived from one's national culture. This reality takes place since a person is born (experiences in the family, school and organizations) which diverge from border to border (Hofstede, 1983).

Although many of the causes of dissatisfaction with services are universal, the cultural context has some influences and it originates some variations. For instance, Asian consumers are expected to demonstrate dissatisfaction less often because they give an enormous value to group harmony. So, not showing dissatisfaction regarding a service, it does not mean that the service has high quality (Laroche *et al.*, 2004). Hofstede (1994) supports that as world citizens we must understand the value that nationality differences bring to us. Above all, we have to be aware of the position of our own national value system when compared to other countries with which we interact.

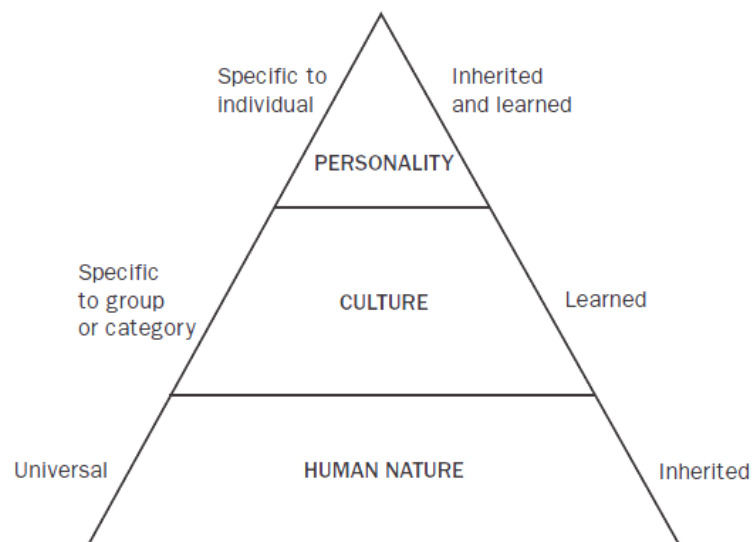
National cultures have been classified in many ways, but the cultural typology of Edward Hall (1989) and the Cultural Dimensions of Geert Hofstede (1991) and his Pyramid of Human Uniqueness are the most widely accepted cultural theories among marketing and international business academics (Laroche *et al.*, 2004).

According to Hofstede (1991), culture is not innate to human beings, it is learned instead. The genetic inheritance in no way dictate one's behaviour since it depends on social environment. Therefore, the author lists three sources of influence on human

behaviour, namely human nature, culture and personality, presenting them in a pyramid (**Figure 1**).

On the one hand, human nature is the commonalities that all human beings share, resulting from the genetic makeup, and that defines their physical and basic psychological performance: the ability to feel emotions, the need to have human interaction and the aptitude to notice what happens in their own environment and to comment with others Nevertheless, how one express these feelings is changed by culture (Hofstede, 1991). On the other hand, culture is learned and it includes the ways of thinking and behaving that social groups, such as family, friends and community teach (Parrish & Linder-Vanberschot, 2010). Consequently, personality of an individual is both learned and inherited (Hofstede, 1991).

Figure 1 Three Levels of Uniqueness in Mental Programming



Source Hofstede (1991, p. 6)

Edward Hall's (1990) research focuses on cross-cultural differences and his cultural typology includes three core components: context, time, and space.

First of all, Hall (1990) proposes the concepts of high-context versus low-context cultures which refer to the degree of explicit or implicit verbal communication (Nguyen

et al., 2007) and it can help marketers to understand more easily the differences among nationalities (Kim *et al.*, 1998), adjusting the strategies according to the culture.

In high-context cultures, characterized by intimate relationships and social hierarchy, people are deeply involved with each other. Communication requires much more attention to understand what they really mean, so people have to pay attention to the implicit and non-verbal cues (Kim *et al.*, 1998; Nguyen *et al.*, 2007). “A high context communication or message is one in which most of the information is already in the person, while very little is explicit” (Hall & Hall, 1990, p. 6).

On the other hand, a low context communication implicates a more explicit code. “Twins who have grown up together can and do communicate more economically (high-context) than two lawyers in a courtroom during a trial (low-context)” (Hall & Hall, 1990, p. 6). In low-context cultures, where there is a little involvement with others, people are highly individualized and slightly fragmented. People in these societies attach more meaning to the message itself, so “what is said is what is meant” (Kim *et al.*, 1998; Nguyen *et al.*, 2007).

Secondly, Hall (1990) was concerned about space and the relationship within it. Space is another approach of communication and it can transmit power. “A corner office suite in the United States is conventionally occupied by *the brass*, and a private office in any location has more status than a desk in the open without walls” (Hall & Hall, 1990, pp. 10-11).

Personal space is very important to have in consideration in the communication process. It is another form of territory. Everyone has an invisible space bubble and it can be larger or smaller depending on numerous factors: the relationship with others, the person’s psychological state of mind, cultural background and what they are doing at the time. People need to respect an individual’s personal space. Not everyone has permission to invade this space and if they do so, it is only for a short amount of time (Hall & Hall, 1990).

Finally, the same author includes on his typology the importance of time, agreeing that in the intercultural communication process it is important the way individuals interpret

the use of time. There are many kinds of time systems in the world, but two are the most important to international business: monochronic and polychronic time. The characteristics that distinguish one from another are summarized in the **table 1**. Monochronic time grasp the idea of concentrating on doing one thing at a time. Oppositely, polychronic time implicates an individual having multitasking skills. According to Hall & Hall (1990), the two systems cannot mix. The understanding of these two cultural theories is significant because when services have a plenty of communication between customers and workers, cultural elements have a greater control (Furrer *et al.*, 2000).

Table 1 Differences between *monochronic* and *polychronic* cultures

<i>Monochronic culture</i>	<i>Polychronic culture</i>
do one thing at a time	do many things at once
concentrate on the job	are highly distractible and subject to interruptions
take time commitments (deadlines, schedules) seriously	consider time commitments an objective to be achieved, if possible
are low-context and need information	are high-context and already have information
are committed to the job	are committed to people and human relationships
adhere religiously to plans	change plans often and easily
are concerned about not disturbing others; follow rules of privacy and consideration	are more concerned with those who are closely related (family, friends, close business associates) than with privacy
show great respect for private property; seldom borrow or lend	borrow and lend things often and easily
emphasize promptness	base promptness on the relationship
are accustomed to short-term relationships	have strong tendency to build lifetime relationships

Source Hall & Hall (1990, p. 15)

So, it is essential to understand these different typologies among cultures in order to create satisfied customers. The research of Furrer *et al.* (2000) determines that there are specific services that cannot be standardized at the global level anymore, but must be adapted to local cultures instead. The authors show that the relative importance of the service quality dimensions varies from one culture to another.

2.2 Service quality

Services are intangible things that cannot be touched, seen or felt. Although they may include a tangible final, the most part, the whole service is represented to the client through a series of intangible processes (Zeithaml *et al.*, 2013). Besides this characteristic, services also tend to be more heterogeneous and more difficult to evaluate than goods (Zeithaml *et al.*, 2013).

Sasser *et al.* (1978) categorized service performance into three levels: material, facilities and personnel, suggesting that evaluation of service quality should be based on the way the service is provided. Grönroos (1984) proposed two types of service quality: technical quality and functional quality. Technical quality is what customers receive from the service and functional quality refers to the way services are delivered. Both psychological and behavioural aspects have influences on the accessibility to the provider, the employees' competences when completing the task, how they communicate and the way the service is fulfilled. Consequently, technical quality can be evaluated more objectively than functional quality (Caruana, 2002). However, Grönroos (1984) suggests that functional quality is more important than technical quality concerning perceived service, because a particular service can be very similar amid firms in the marketplace. So, it is through their "how to do" (functional quality) that they can make the difference. The same author also claimed that service quality could be described in terms of "professionalism and skills, attitudes and behaviour, accessibility and flexibility, reliability and trustworthiness, service recovery, servicescape, reputation and credibility" (Kueh & Ho Voon, 2007, p. 659).

Lovelock & Yip (1996) list three categories of services: (1) people-processing services, that implicate a high degree of contact with service personnel; (2) possession-processing services, that involve tangible actions to physical objects; and (3) information-based services, that depend on data to create value. In today's competitive business environment, service quality is very important to attract and retain customers. So that, businesses need to be able to satisfy customers, meeting their expectations of service quality and, consequently, achieve competitive advantage and be more profitable (Gagliano & Hathcote, 1994; Bhat, 2005). Therefore, service quality is crucial if a business wants to create a bond between him and its clients (Phiri & Mcwabe, 2013). Lehtinen & Lehtinen (1991) draw a conclusion that service quality is created through the interaction between customers and the organisation. Lately, Caruana (2002, p. 814) defined customers' perceived quality as "the result of the evaluation they make of what was expected and what was experienced, taking into account the influence of the organisation's image".

Goetsch and Davis (1997, cited by Douglas and Connor, 2003) maintain that quality is a central aspect of a business and it is without a doubt an emotional experience for the client. Customers have a necessity to feel positive about what they buy and to feel that they have received high quality service. If a company has a high quality image, customers will be proud to be associated with it.

Service quality and customer satisfaction issues are particularly important if firms want to differentiate their services and compete efficiently in the marketplace. In today's world of extreme competition, the key to preserve competitive advantage lies on delivering high quality services that will result in satisfied customers (Shemwell *et al.*, 1998; Kau & Loh, 2006). In other words, it is generally recognised that customer expectations have a significant influence upon assessments of service quality (Clow *et al.*, 1997). Customer satisfaction can be defined as the result of good customer experiences minus the bad ones. Following this perspective, customer satisfaction is achieved when the gap between customers' expectations and their consequent experiences is closed (Meyer & Schwager, 2007).

Meyer & Schwager (2007) define customer experience as a subjective reaction customers have to any contact (direct or indirect) with a company. Firstly, direct contact

is started by the consumer and generally occurs in the course of purchase and use of the service. Secondly, indirect contact consists of word-of-mouth recommendations or criticisms, advertising and reports and most frequently involves unplanned encounters with representations of a company's services.

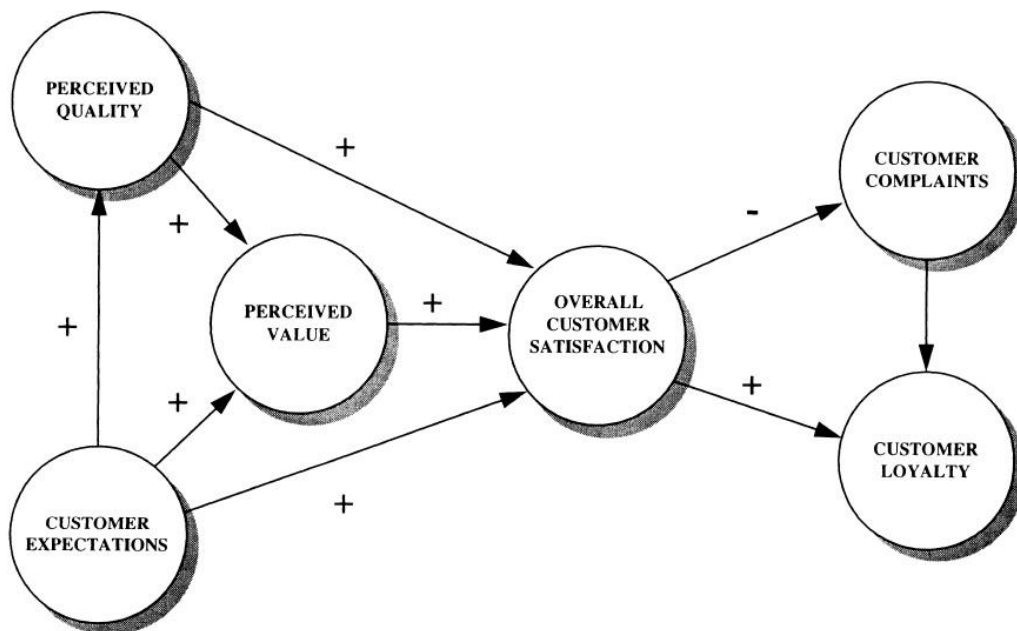
2.3 Customer satisfaction

Customer satisfaction is critical to the competitiveness of the firm. The company may understand its customers' requests in order to deliver perceived quality services (Zeithaml *et al.*, 2013). The most widely accepted idea of quality describes it as being subjectively perceived, in other words, quality is a customer's perception, not an absolute characteristic (Tomassini *et al.*, 2008). Perceived service quality is defined by Parasuraman *et al.* (1988) as a global judgement concerning the superiority of the service. Zeithaml *et al.* (1993) argue that perceived service quality is a comparison made by customers of what they think about a company and what it is in reality, concerning service performance. Customer perceptions of service quality are multidimensional and involve perceptions concerning to "reliability, responsiveness, tangibles, assurance and empathy" (Kelley & Davis, 1994, p. 53). Douglas & Connor (2003) defines reliability as the skill to perform the promised service accurately; responsiveness is the readiness to help customers and to provide quick service; assurance is the politeness of employees and their ability to convey trust and confidence; empathy is the facility of caring individualised attention to consumers; finally, tangibles refer to the appearance of physical facilities, equipment, personnel and communications materials.

At this moment, the idea that services are heterogeneous in their performance seems to be generally accepted. Consequently, the degree to which customers are disposed to accept heterogeneity is defined as zone of tolerance - a range of service performance that a customer considers satisfactory (Zeithaml *et al.*, 1993; Johnston, 1995). A performance below the zone of tolerance zone will create customer frustration and decrease customer loyalty. On the other hand, a performance level above the tolerance zone will positively surprise customers and fortify their loyalty to the service (Johnston,

1995). Then, the concept is inserted in a system of cause and effect relationship (illustrated in **Figure 2**), which makes it the centrepiece in a chain of relationships running from the antecedents of overall customer satisfaction – perceived quality, perceived value and customer expectations – to the consequences – customer complaints and customer loyalty (Fornell *et al.*, 1996).

Figure 2 Overall Customer Satisfaction – antecedents and consequences



Source Fornell *et al.* (1996, p. 8)

From the research conducted by Zeithaml *et al.* (1993), it shows that customers' expectations play a strategic role in the evaluation of service quality and understanding customers' service quality expectations is the key to delivering service quality (Bebko, 2000). Martin (1986, cited by Hsieh & Tsai, 2009) claims that a service can only be considered excellent if it completely fulfils the customers' expectations. The crucial idea is that customer is "always right".

Customers' evaluation of the service quality is influenced by their expectations. So, knowing the specific expectations of a customer segmentation ensure that "the right quality goes to the right customer" (Johnson & Mathews, 1997, p. 290). Pitt & Jeantrout (1994, cited by Johnson & Mathews, 1997) concur that it is possible to divide the

market and implement segmentation strategies according to the customers' similar expectations.

The difference between customer expectations and perceptions is known as customer gap (Tan & Pawitra, 2001). Customer expectations are standards that customers bring into their service experiences and customer perceptions are subjective assessments of the real service experience (Zeithaml *et al.*, 2013).

“For example, when you visit an expensive restaurant, you expect a high level of service, one that is considerably superior to the level you would expect in a fast-food restaurant. Closing the gap between what customers expect and what they perceive is critical to delivering quality service; it forms the basis for the gaps model” (Zeithaml *et al.*, 2013, p. 35).

At this point, the importance of the culture in services is reached. Understanding customer perceptions of services is essential to international marketers because such perceptions are influenced by culture. That is, the same service can be perceived and classified differently depending on the culture (Cunningham *et al.*, 2005). Customers in different cultures usually have different levels of service expectations and take part in different relational behaviours. For instance, in the United States, where “time is money”, automated banking service has been measured as a good service, while in Asia, where one of the most vigorous principles is the personal contact, the same service is not appreciated (Donthu & Yoo, 1998).

Customers' expectations have as primary source their own culture and socialization and when they are in different cultures, they evaluate and perceive service quality differently (Pikkemaat & Weiermair, 2001; Zhang *et al.*, 2008). Zhang *et al.* (2008) introduce the concept of “cultural service personalities” which they define as “the overall characteristics, tendencies or desires related to consumer service experiences within a specific culture” (p. 220). These authors propose a framework of their view of the effects of culture on consumers' service experience – firstly the consumers' expectations, then their evaluations of the service experience and finally their reactions

to the service experience. Customer expectations are commonly defined as “pre-trial beliefs about a product that serve as standards or reference points against which product performance is judged” (Zeithaml *et al.*, 1993, p. 1). In the second stage, the consumer will confirm or disconfirm aspects of the service performance based on expectations, which will influence their level of satisfaction with the service provider. In the last stage, customers will demonstrate their reactions to the service. Consequently, if it is a poor service, the customer may complain or switch to another one; on the other hand, a satisfying service may lead to the formation of an ongoing relationship between the parties (Zhang *et al.*, 2008). The same authors also believe that by incorporating value and belief systems, communications systems and material culture on the components of the culture, we can capture the richness of culture and its impact on consumer service experiences.

There are many uncontrollable factors that one needs to keep in mind when analysing service expectations, from customer’s past experiences with other companies and their publicity to a customer’s state of mind when the service is provided. Due to their education, values and experiences, customers’ expectations will differ. So, an advertisement that implies personal service to one person, may be a promise that a firm cannot keep to another (Davidow & Uttal, 1988). In other words, this second customer believes that it is too good to be true.

Thus, expectations depend on the customers’ origin, their nationality. This means, national culture that is correlated to customers’ education and experiences inside the community have a strong impact in the formation of expectations.

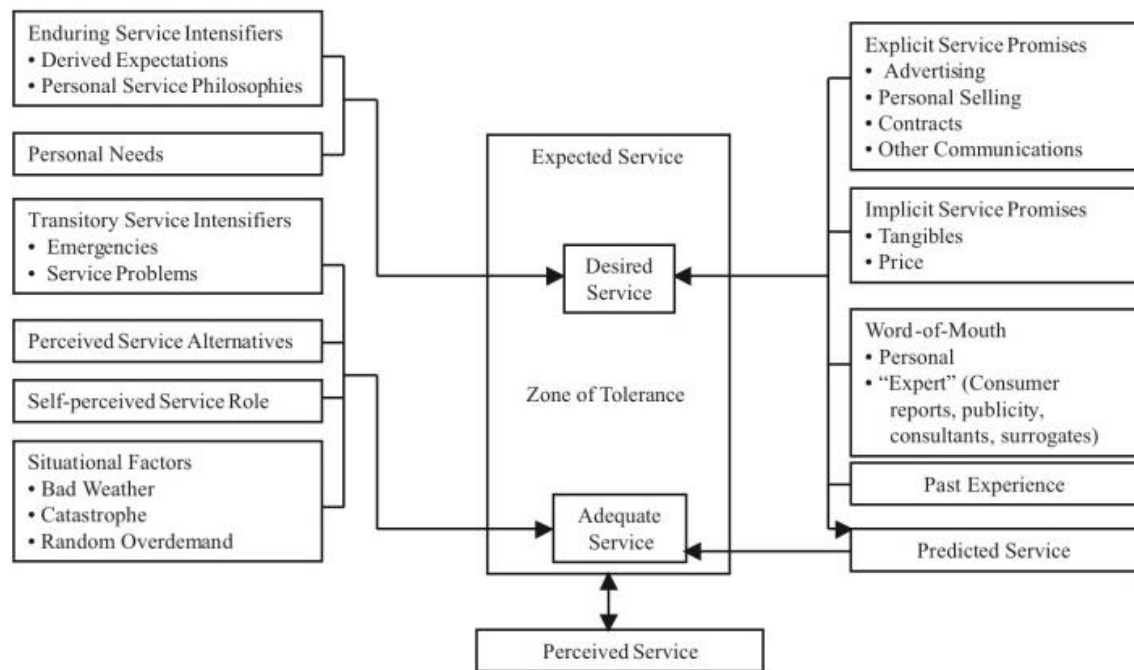
2.4 Will and Should Expectations

Boulding *et al.* (1993) list two kinds of service delivery expectations, namely *will expectations* and *should expectations*. According to them, *will expectations* refer to what customers believe will happen during the service delivery system. In turn, *should expectations* correspond to what ought to happen. Nevertheless, other researchers have used different terms to refer the same difference. Zeithaml *et al.* (1993) suggested a

conceptual model which distinguishes between two types of expectations: adequate service expectations (that corresponds to *will expectations*) and desired service expectations (that corresponds to *should expectations*). Desired service is defined as the level of service the customer hopes to receive before encountering a service (Zeithaml *et al.*, 1993; Tan & Pawitra, 2001). Although customers hope to reach their service desires, they keep in mind that it is not always conceivable. Thus, they hold a lower level of expectations for the threshold of acceptable service, i.e., the adequate service, the level of service the customer will accept (Zeithaml *et al.*, 1993).

Zeithaml and her colleagues (1993) list the antecedents for the two types of service expectations (**Figure 3**). The level of desired service depends on two factors: **(i)** enduring service intensifiers and **(ii)** personal needs and values. The customer's level of adequate service is influenced by five factors: **(iii)** transitory service intensifiers, **(iv)** perceived service alternatives, **(v)** self-perceived service roles, **(vi)** situational factors and **(vii)** predicted service (Zeithaml *et al.*, 1993). In their turn, Beales *et al.* (1981) believe there are two main information sources about service quality that affect both desired and predicted service: external and internal sources. The external sources are **(viii)** explicit and implicit service promises, **(ix)** word-of-mouth (WOM) and **(x)** third parties. The internal sources are **(xi)** motivational effort and **(xii)** past experience (Kelley & Davis, 1994; Kalamas *et al.*, 2002). Another antecedent that is not included in the study of (Zeithaml *et al.*, 1993) but Clow *et al.* (1997) attribute a great importance is the role of **(xiii)** firm image.

Figure 3 Antecedents of service expectations



Source Srinivasan (2012, p. 117) adapted from Zeithaml *et al.* (1993)

(i) Enduring service intensifiers

Enduring service intensifiers are individual and stable factors that lead the customer to a high sensitivity to how a service should be best provided (Zeithaml *et al.*, 1993) and because of the different expectations that each culture has about service quality, the best service provided to one nationality is not necessarily the best to another.

(ii) Personal needs and values

Personal needs are intrinsic to the consumer, i.e., the essential conditions that leads to his well-being. “A customer with a high social and dependency needs may have relatively high expectations for a hotel’s ancillary services – hoping, for example, that the hotel has a bar with live music and dancing” (Zeithaml *et al.*, 1993, p. 7). Generally, we will expect that people from high-context cultures, who are much more involved in relationships with each other than those from low-context cultures, have this kind of social needs and values.

(iii) Transitory service intensifiers

Transitory service intensifiers are temporary and individual factors which causes the client to create a special sympathy with the company. For example, a personal emergency situation which the customer strongly needs such service and perceives that the company is able to respond (Zeithaml *et al.*, 1993).

(iv) Perceived service alternatives

Perceived service alternatives are customers' perceptions of the level to which they can get better service provides by other companies (Zeithaml *et al.*, 1993) and this comparison can be made not only between companies but also between countries.

(v) Self-perceived service roles

Self-perceived service roles are customers' perceptions of the degree to which they themselves influence the level of service they receive, it means, when the provisions of the service depends on their participation (Zeithaml *et al.*, 1993).

(vi) Situational factors

Situational factors are eventualities that customers perceive that are beyond the control of the service provider. They recognize that these contingencies are not the fault of the service company and accept lower levels of adequate service given the context (Zeithaml *et al.*, 1993). However, the level of acceptance of these eventualities may depend on the degree to which the members of a society feel uncomfortable with uncertainty. Some cultures feel more comfortable with unstructured or surprising situations than others. Consequently, their "mental program" will influence the way some nationalities will accept lower levels of adequate service when facing these unforeseen situations.

(vii) Predicted service

Predicted service also influences customer's level of adequate service. It is the level of service customers believe they are likely to get (Zeithaml *et al.*, 1993).

When evaluating an international service, customers' perceptions of service quality can be influenced by the stereotypes they have about a specific country. So, the country's reputation, its cultural background and its history, can play a central role in the creation of expectations before experiencing the service.

(viii) Explicit and implicit service promises

Explicit service promises are personal and nonpersonal statements about the service that come directly from the service provider (advertising, personal selling, contracts and communications) (Zeithaml *et al.*, 1993). When a customer has no prior information or experience with the service, these promises are beneficial because they attract them (Kalamas *et al.*, 2002).

Implicit service promises are “service-related cues other than explicit promises that lead to inferences about what the service should and will be like” (Zeithaml *et al.*, 1993, p. 9), for instance price, firm image and tangibles (colour of the surroundings, salespeople’s clothing, etc.) (Prugsamatz *et al.*, 2006; Kalamas *et al.*, 2002).

The interpretation of these messages also differ from culture. In other words, there are societies where communication requires much more attention to understanding what they really mean (high-context cultures) than others where people are individualised and manifest much more explicit messages (low-context cultures).

(ix) Word-of-mouth (WOM)

Word-of-mouth is personal and sometimes nonpersonal statements made by other parties that convey what the service will be like. Word-of-mouth (WOM) communication plays an important role in shaping consumers’ attitudes and behaviours (Harrison-Walker, 2001).

Word-of-mouth about service performance is an important source. Since customers do not have experience with the service, they rely on what it is said by others. These unbiased opinions are important in the decision making process of a purchase (Harrison-Walker, 2001).

Some authors agree that the experiences of others carry higher weight than other information sources because recipient and communicator are similar and it does not exist a financial reason [Oliver, 1997, mentioned by (Kalamas *et al.*, 2002)]. WOM is critical in the evaluation of services because they are “intangible, heterogeneous, inseparable and perishable”, which makes them difficult to evaluate *a priori* (Davis *et al.*, 1979; George & Berry, 1981). Customers who are satisfied with a company’s service spread more positive word of mouth and show trust loyalty in the company (Kau & Loh, 2006). Nonetheless, it must be recognised that some cultures are more likely to trust in information coming from the service provider and refuse the opinions and

experiences from other consumers. On the other hand, there are cultures that give much more importance to the third parties.

(x) Third parties

Normally, third parties perform in the interest of the customer and have a positive impact on their expectations (Beales *et al.*, 1981). Information experts are able to distil information more proficiently than the ordinary customer (Kalamas *et al.*, 2002).

(xi) Motivational effort

Kalamas *et al.* (2002) consider that the greater the time, money and cognitive effort invested by customers, the higher their service expectations.

(xii) Past experience

Past experience indicates that customers have experience with other various services or “at least a perception of what the other offerings might deliver” (Kalamas *et al.*, 2002, p. 294). It can involve previous exposure to the focal firm’s service, to other firms in the industry or to any service firm (Zeithaml *et al.*, 1993). Past experience is defined as the “customer’s previous exposure to service that is relevant to the focal service” (Zeithaml *et al.*, 1993, p. 9).

If the past experience was in another country (the home country, for instance), it is possible to establish a relationship between the national culture and the expectations concerning the same service.

(xii) Firm image

Grönroos (1984) and Clow *et al.* (1997) believe that the image customers have of a service firm have a direct positive impact on their future expectations.

The image of the company has directly influence on customers’ expectation and their perceptions of the service. If a firm has a positive reputation, it is difficult to point out poor service performance, no matter what. On the other hand, a negative image of a service company will be very difficult to change, even if the service is exceptionally good (Clow *et al.*, 1997).

If customers do not know anything about an international firm, they can create expectations based on the image of the country where it is situated. In other words, the service expectations are influenced by the country of origin effect.

2.5 Country of Origin Effect

When acquiring products or services, customers face many decisions related to the product/ service itself, its purchase and future usage, and among the numerous parameters that influence the purchase is its country of origin (Piron, 2000). Country of Origin Effect (COE) is defined as:

“the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions” (Nagashima, 1970, p. 68)

Chattalas *et al.* (2008) assume that consumers are able to position any country somewhere based on some prior knowledge with the nation. COE has a noteworthy impact on consumers' evaluation of services, affecting consumers' attitudes towards the brand of a country instead of through service attributes (Wright, 1975). Therefore, before the service encounter, the expectations of consumers are influenced by the stereotypes they have about the country. Probably they will associate the quality of the service to the people of that country. Like in human stereotyping, country of origin stereotypes can be either positive or negative (Lotz & Hu, 2001). For instance, if customers have the idea that the Portuguese are able to speak many languages, they will expect that someone working in a touristic service, like the Sightseeing, will speak their language or, at least, the global language (English). On the other hand, customers can have the preconceived idea that the Portuguese are not punctual people, so maybe they will expect delays in service.

2.6 Culture and Tourist Services

Weiermair (2000) believes that culture has impact on tourists' expectations and perceptions of service quality. So, knowledge about different cultures is essential to deliver higher satisfaction in the tourism service (Pikkemaat & Weiermair, 2001). This statement brings the concept of cross-cultural service encounter, that can be defined as “an encounter where the involved tourism service supplier and the involved tourism

service customer belong to different cultures” [Stauss, 1999, cited by Pikkemaat & Weiermair (2001, p. 70)].

According to Devereux (1996, cited by Weiermair, 2000), tourism companies may require intercultural skills and management know-how for the same reasons of cultural variance. Different groups of tourists will have different expectations concerning tourism services and service quality depending on cultural distance. In addition, what may be considered a positive tourist experience associated with the service quality, can be considered a negative experience to others, which requires a detailed attention to the service itself. Consequently, management problems may occur in intercultural service encounters because of the cultural gap that exist between the service provider and the client (Weiermair, 2000).

The same author supports the idea that in order to improve the understanding of service quality expectations of international tourists, front stage services have to be trained in intercultural relations to avoid misunderstandings and cultural conflicts, such as “value systems, collective life styles, traditions, safety levels and moral conduct” (p.71). In addition, Levitt (1983), cited by Cunningham *et al.* (2005), underlines the idea that cross-cultural studies of consumer perceptions of services are required to determine if marketers can standardize their services or must adapt them to the local needs. Weaver (1998) summaries that the more we know about cross-cultural communication, the more effective we will be while living or working in another culture and the culture shock (the duration of adjustment to the culture) may be reduced. Nevertheless, this is a challenging task because at least four different cultures are on the base of the service encounter in tourism, namely “the culture of the sending region, the culture of the receiving region, the leisure/tourism culture and the organizational culture of the tourism enterprise providing services” (Pikkemaat & Weiermair, 2001, p. 70).

A few studies evaluating the impact of culture on quality expectations of some services can be found in the literature. Some of them are summarized in **Table 2**. The services studies are mostly related to the hospitality industry and the investigated cultures are very focused in the difference between Western and Eastern cultures. In general, these

studies show that national culture has a significant impact on service quality expectations, however they have been unable to distinguish between will and should expectations and to evaluate the impact of the Country of Origin Effect, just to point out some weaknesses. Furthermore, to date no research has been done on the Sightseeing, an international service widely used by tourists; much less no study has evaluated this service as an experience in Hall's dimensions – time, space and communication (Hall, 1969).

The Sightseeing is a popular touristic bus service with multi-lingual commentary. With the option to Hop On and Hop Off as much as the tourists like at any of the bus stops on the route, they can discover the most beautiful spots and attractions that the city has to offer. It is a transportation service, so it can be perceived and evaluated by tourists in many dimensions. According to Weiermair & Fuchs (2000) transportation services can be judged in a standard way in terms of convenience of travel, punctuality and customer orientation of service personnel. On the other hand, Becker & Murrmann (1999) believe that this evaluation can also be culturally influenced to other dimensions such as waiting times and queuing. The way the information is transmitted, the reliability on third parties, the acceptance of eventualities (Zeithaml *et al.*, 1993) are other examples of issues that can be different from culture to culture (Weiermair, 2000).

In order to deliver higher satisfaction in the Sightseeing tourist service, the company should know what tourists from different countries expect. Depending on the cultural background, different segments of tourists may have different expectations of service quality.

Table 2 Literature Review - Similar Studies

Services	Cultures	Conclusion	Year	Authors
Hotel industry in Hong Kong	Tourists from 28 countries (3 cultural group clusters)	Expectations are significantly different for each cultural group.	1997	Armstrong <i>et al.</i> (1997)
Service recovery	North America South America Western Europe Eastern Europe Southern Europe Asia and Australia	Culture has an impact on service recovery expectations.	2005	Kanousi (2005)
<ul style="list-style-type: none"> - Commercial airline services - Hospital services - University education - Dry cleaning services - Banking services - Spectator sports - Fast food restaurants - Movie theatres - Plumbing services - Legal services - Public transit 	South Korea Taiwan USA	Consumers see services on the basis of whether the service is personalized or standardized.	2005	Cunningham <i>et al.</i> (2005)

- Fine restaurants - Appliance repair				
Attractions, hotels and restaurants in Hong Kong	Asian Western	Tourists from different cultural backgrounds have different perceptions of relational quality.	2007	Tsang & Ap (2007)
International tourist Hotels in Taiwan	Taiwan USA	Consumers show significant differences in their evaluation of service quality.	2009	Hsieh & Tsai (2009)
Transportation, convenience stores, restaurants, healthcare and banking in Taiwan	Western Cultures (USA, Australia, Norway, UK) Eastern Cultures (Hong Kong, India, Indonesia, Malaysia, Mongolia, The Philippines, South Africa, South Korea, Thailand, Vietnam)	Western cultural customers have more negative perceptions of local services than Eastern customers.	2013	Lin <i>et al.</i> (2013)

Source Own elaboration

2.7 Conclusion

Several authors (Weiermair, 2000; Pikkemaat & Weiermair, 2001; Kalamas *et al.*, 2002; Zeithaml *et al.*, 2013) agree that culture influences the expectations and the perceptions of consumers and, consequently, their buying behaviour. Within this context, international companies need to understand the cultural differences of international consumers in order to be successful in the current globalized market. If businesses intend to satisfy customers from around the world, they should meet their specific expectations of service quality, because the same service can be perceived and classified differently depending on the culture.

There are many categories of services, but one is especially important in this study: the information-based services. This kind of services corresponds to the Sightseeing service because it depends on the information provided to the tourist to create value. A simplistic definition of an information-based service is the one which provides information to customers. Although the Sightseeing is a touristic transportation service, its main purpose is to give information about the city to the tourists.

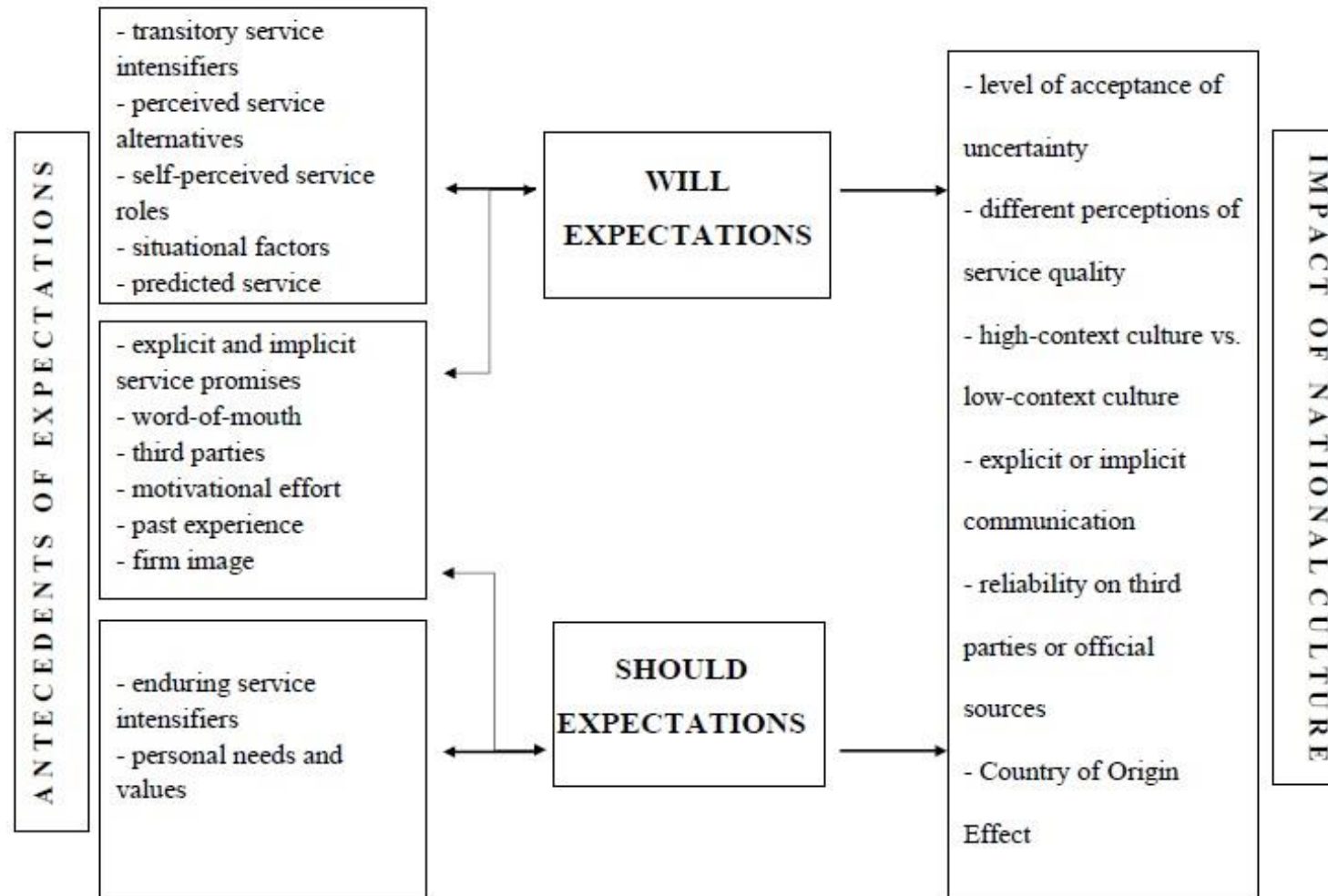
Tourists come from different cultures and countries, so they have different levels of service quality expectations. Moreover, if the company wants to compete efficiently in the marketplace it must be aware that service quality and customer satisfaction are more and more connected.

Perceived service quality corresponds to the comparison of what customers wish to receive from services and what they really receive. Their evaluation of the service quality is influenced by their expectations and some of them are really based on personal needs and values, explicit and implicit service promises, word-of-mouth, past experience and firm image. So, the aim of this study is to connect these antecedents of expectations (will and should) with the impact of the national culture (**figure 4**). Therefore, there are a lot of aspects connected to service expectations that differ according to the national culture, namely, the level of acceptance of uncertainty; the different perceptions they have about service quality; there are nationalities that belong to high-context cultures and others to low-context cultures; some national cultures focus

on explicit communication while others are characterised by implicit communication; there are cultures more likely to rely on third parties and others that give more reliability on official sources; the Country of Origin Effect, i.e., the impact of the image that people from different countries have about the country and people where the service is provided also influences the expectations about it.

Finally, it is important to distinguish between *will* and *should* expectations. While *will* expectations refer to what customers believe will happen when experiencing the service, *should* expectations are the ones customers hopes to happen. Both of them are influenced by many factors, some of them mentioned above.

Figure 4 The influence of national culture in the formation of expectations



Source Own elaboration

3. Methodological considerations

The purpose of this study is to analyse the specific expectations each culture has about the Sightseeing service, based on Edward Hall's typology (**figure 5**). This anthropologist explains that every culture is affected by the manner in which time, context (communication), and space are handled. Adapting the Hall's theory to the Sightseeing service, time expectations include punctuality, frequency, performing service in que promised time, convenience of the time schedule, waiting queues and acceptance of eventualities; space expectations embrace accessibility, comfort and safety on board, cleanliness, provision and availability of seats, Wi-Fi connection, quality of the equipment and relevance of the itinerary; communication expectations comprise language adaptation, interest in solving tourists' problems, willingness to help tourists' questions, understanding individual needs, clear information, favourite information sources and the image of the country. Hereupon, the conceptual framework is constructed and able to answer the research question: how the national culture influences the expectations of Sightseeing? More precisely, the aim is to know the influence of time, space and communication on expectations across cultures.

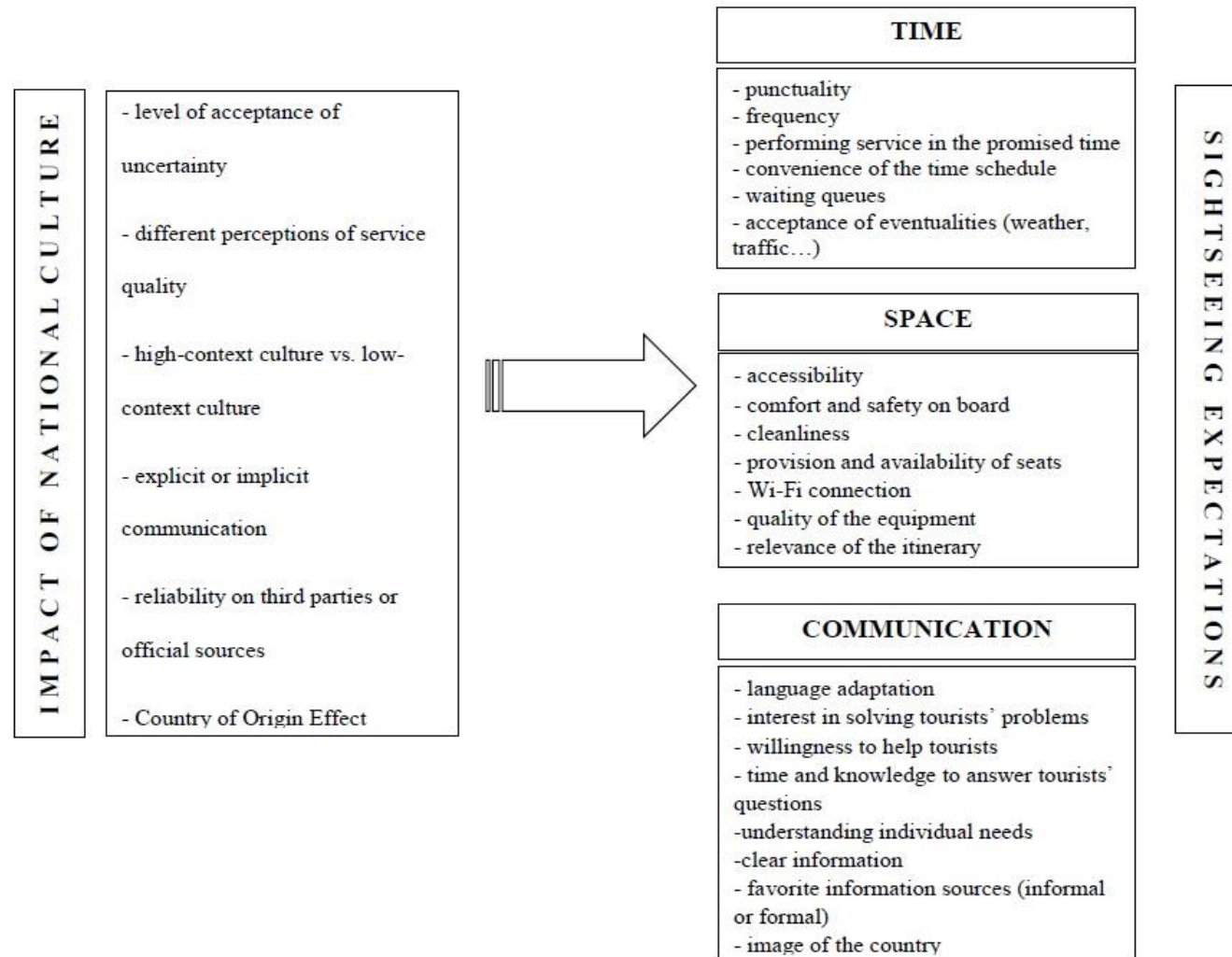
To analyse the impact of the national culture on expectations about the Sightseeing buses in Porto, a quantitative method was adopted, preceded by an exploratory qualitative research. So, it was decided to use a mixed methodology. "A mixed method study is one that juxtaposes or combines methods of different types (qualitative and quantitative) to provide a more elaborated understanding of the phenomenon of interest and, as well, to gain greater confidence in the conclusions generated by the evaluation study" (Johnson *et al.*, 2007, p. 119). Due to "cultural, linguistic, business practice, and communication differences" of the respondents, intercultural researchers face many challenges (Matveev, 2002). So, combining quantitative and qualitative methods seems to be the best option to prevent some of these challenges.

Divided into two stages, a more complete and reliable information was reached. In the first stage some exploratory interviews were done. They helped to understand the expectations of the tourists concerning the service. These interviews were directed to five different nationalities – French, British, Spanish, German and Brazilian – that,

according to Porto and North of Portugal Tourism Association, belong to the top 5 of the nationalities that most visited Porto in 2014. The interviews were done in the corresponding mother-tongue of each nationality, except with German tourists that were done in English. From the research conducted by Piekkari & Welch (2006, p. 571), it shows that “being a foreigner and speaking a foreign language may be an advantage in a sense that interviewees are more open and willing to talk to somebody who is not part of their social and professional circles locally. In this sense, being an outsider from the academic world and a foreigner may jointly contribute to generating trustworthy and credible data”.

After the exploratory interviews it was done a content analysis. It allowed to organize some categories which were then reversed in a survey, distributed in a tourist service point in Porto. Qu & Dumay (2011, p. 238) agree that “the interview method is employed often as a pilot study to gather preliminary data before a survey is designed”. This second stage is a confirmatory analysis which allows to find out if it exists significant differences between expectations of tourists according to their national culture. In other words, while the qualitative method is a “primary instrument of data collection” and the first exploration of the theme, the quantitative research is a “confirmation, theory/hypothesis testing (...) and statistical analysis” (Johnson & Onwuegbuzie, 2004, p. 18)

Figure 5 The impact of the national culture on Sightseeing expectations



Source Own elaboration

4. Qualitative Approach

Using a qualitative approach in the first stage allows to obtain a more realistic sense of the world that cannot be experienced in the statistical analysis used in quantitative research (Matveev, 2002). Moreover, it offers the possibility of interaction between researcher and research subjects that can be crucial in the development of the investigation. The qualitative research is the tool to address *how* questions rather than *how many* (Pratt, 2009), therefore follows the research question: how the national culture influences the expectations of Sightseeing?

Consequently, some exploratory interviews were done in order to learn about the problem with the participants and to guide the research in a way to obtain the information needed to afterwards progress to the quantitative approach. So, the purpose of the interviews was to collect primary data to better understand the problem.

4.1 Sample selection

The aim of the interviews is to identify the expectations of each national culture concerning the Sightseeing service in Porto. Hence, the sample does not aim to be representative of the population, as the goal is to obtain insights of some particular cases regarding the research question.

Consequently, it was established that will be enough one interview of each nationality – French, British, Spanish, German and Brazilian. However, some of the nationalities have two interviews. The number of samples, *per se*, is irrelevant in this first stage, because the essential at this point is to collect preliminary data. The respondents' profiles are summarized in the **Table 3**.

Table 3 Respondents profiles (interviews)

No.	Nationality	Gender	Age	Education
1	Brazilian	F	28	University
2	Spanish	F	23	University
3	Brazilian	M	24	University
4	German	F	23	University
5	French	M	68	High School
6	German	F	25	University
7	British	M	29	University
8	Spanish	F	25	University

Source Own elaboration

4.2 Data procedures

The interviews took place in a tourist point in Porto, where tickets for the Sightseeing buses are sold. The interviews were achieved between the 8th and the 16th of March 2015. A semi-structured interviewing was adopted. With the support of a paper-based interview guide which implied a list of questions and topics, the aim of the interviews was to engage a conversation, in a particular order which provides the opportunity for identifying new ways of seeing and understanding the topic.

Most of the interviews were recorded and then transcript, but some of them were answered by e-mail. Both resulted in interesting points of view. However the ones answered by e-mail provided more data. The interview guide can be found in **appendix I** and was structured in three main categories that correspond to the classification of the cultural typology of Edward Hall (1989) – time, space and communication. The results were obtained though the coding process supported by NVivo *software*.

4.3 Findings

The qualitative results are organized in 3 tables (**Tables 4, 5 and 6**) that respectively correspond to the Sightseeing expectations the five national cultures (Brazilian, Spanish, French, British and German) have on time, space and communication.

4.3.1 Time expectations

Firstly, about the time expectations, the topics asked in the interviews were: bus frequency, eventualities, bus punctuality and waiting time, which are represented in the table 4. Supported by NVivo, for each of these topics was created nodes that correspond to the answers. Thus, “every 30 minutes” is the most expected bus frequency by British, French and German interviewee; then the Brazilian interviewee expects the frequency every 15 minutes and the Spanish one expects it varies according to the hour of the day and the season of the year (“An aspect to take into account would be the season of the year, the vacation time and if it is weekend or not”¹, No.8.Personal Interview.16 Mar.2015).

Concerning eventualities, expectations are divided into two main answers: “we accept” (German and French) and “we do not accept” (Brazilian and British). Nevertheless, the French interviewee expects a substitute bus in case of eventualities, such as traffic or bad weather. Only the Spanish interview expects a reward (“An advantage for the company would be to apologize and to invite the client for a coffee or a drink or even to make a discount”², No. 8. Personal Interview.16 Mar.2015).

All the nationalities expect the bus be on time, however some of them recognize that punctuality is not the most important aspect of the Sightseeing service. For instance, the Spanish interviewee claims that the importance one gives to punctuality depends on the length of stay (“The emphasis you give to the trip depends on the number of days you

¹ Self translation. In the original “*Un punto a analizar sería la época del año, periodo de vacaciones y sobre todo si es entre semana o fin de semana*” (No. 8. Personal Interview.16 Mar.2015).

² Self translation. In the original “*Un punto a favor de la empresa sería pedir disculpas e invitar a un café o a un refresco o incluso hacerle un descuento al cliente*” (No. 8. Personal Interview.16 Mar.2015).

have. So, if you have a lot of days you will do things more calmly. However, if you only have one day to visit Porto, although it is a medium-small sized city, you hope to enjoy your time the best you can”³, No. 8. Personal Interview. 16 Mar.2015). In addition, the British interviewee agrees that it depends on the tour point (“From the start point of the tour, punctuality is important. It is much more important than frequency because I will turn up for the tour at the scheduled time having organized me around it. However, away from the start point, if it is a hop-on hop-off service, then punctuality is not very important providing there is a regular service, and the route is of a consistent. I will do an activity like visit a monument knowing that whenever that activity is finished I will have a certain amount of time to wait depending on the frequency. The higher the frequency of the service, the less important punctuality is”, No. 7. Personal Interview. 15 Mar.2015).

The last topic about time is the Sightseeing “waiting time”, which answers are linked with the “frequency”. The Brazilian and French interviewee expect not to wait more than 30 minutes; the Spanish expects to wait a maximum of 15 minutes; the British interviewee suggests that this topic depends on the frequency and the timetable; finally the German interviewee expects less waiting times when bad weather (“If it is good weather, I don’t mind waiting for the bus; but when it is bad weather, I don’t want to wait for a long time”, No.4, Personal Interview, 13 Mar.2015).

4.3.2 Space expectations

Secondly, the topics concerning the Sightseeing space expectations are represented in the table 5 and they are: accessibility, quality of the equipment, sit alone or next to another tourist and seating arrangements. The five national cultures expect buses to be accessible to all kinds of tourists. Furthermore, each one suggests specific solutions, in other words, the Spanish interviewee says that all the buses should be equipped with ramps and stroller space; the Brazilian interviewee believes that would be benefit for the company to have special stops for disabled people; and the British interviewee expects

³ Self translation. In the original “*El enfoque que le darás al viaje disponiendo más días será diferente, ya que te tomarás las cosas con más calma y sosiego, sin embargo, si solo dispones de un día para visitar Oporto, pese a ser una ciudad de tamaño medio-pequeño, esperas poder aprovechar el tiempo lo máximo posible*” (No. 8. Personal Interview.16 Mar.2015).

written tour guides that deaf people can read. The Spanish also claims that accessibility is both a moral and economic issue (“Because of moral and especially economic issues, the benefits for the company will be higher in long term”⁴, No. 8. Personal Interview. 16 Mar.2015).

Concerning the quality of the equipment, all the five nationalities agree that the buses should be clean and well-equipped, because of two main reasons: it attracts more clients (Brazilian’s opinion) and tourists pay for it (Spanish’s opinion).

However, the opinions differ as regards the option of sitting alone or next to another person. On the one hand, the British and the Brazilian interviewees expect to sit alone. On the other hand, the German interviewee expects to sit next to another tourist. To the Spanish and the French interviewees it does not matter, because the most important is to enjoy the tour and see the city.

Finally, about the seating arrangements, the majority of the nationalities reported expect adequate legroom in order to travel comfortable (“Seats should have adequate legroom, some tours can be a couple of hours and therefore there is absolutely no reason when the seat should be small and cramped”, No. 7, Personal Interview, 15 Mar.2015). In addition, the Spanish interviewee suggests if the buses had single seats, all the tourists could have the same opportunity to see the city on the side of the window. On the other hand, the German and the Brazilian prefer close seats so that more people can go on the bus.

4.3.3 Communication expectations

Finally, concerning the communication expectations, the topics, which are represented in the table 6, are: audio-guide, driver languages, individual questions, socialization and information sources.

⁴ Self translation. In the original “*Por cuestiones morales y sobre todo, por cuestiones económicas para la empresa, los beneficios que obtendrá a largo plazo serán mayores.*” (No. 8. Personal Interview. 16 Mar.2015).

Audio guide expectations are divided into two sub-topics: the first one is about how it should inform and the second one is if tourists prefer audio-guide or a live guide. Thus, the nationalities interviewed suggest some advantages and disadvantages about the use of audio-guide or live guide. Spanish, French and German nationalities prefer a person mainly because of the communication/ interaction between guide and tourist (“Audio-guide does not allow to communicate and to interact with the tourists. With the headphones we cannot react and reply!”⁵, No.5. Personal Interview. 13 Mar.2015) and the personalized communication (“It is always preferable a guide as he will be able to tell you more details or anecdotes about the city”⁶, No. 8. Personal Interview. 16 Mar.2015). On the other hand, the British and Brazilian interviewees prefer audio-guide in order that it may offer a larger variety of languages (“With the audio-guide there is the possibility to listen in more languages than if it was a guide”⁷, No. 1. Personal Interview. 8 Mar.2015). Regarding the way the live guide/audio-guide informs, almost all the nationalities prefer it tells a story rather than direct information.

The second topic about communication expectations – driver languages – shows that, German and Spanish tourists expect the driver only speaks English, because it is not his job to speak foreign languages, nonetheless it is a tourist assistant task. British and Brazilian expect he speaks English and another foreign language. On the other hand, the French interviewee agrees that sympathy and willingness to help is more important than speak other languages.

The third question aims to analyse if tourists expect the driver to answer to all them individual questions. For the German and English interviewees the answer seems to be positive, they expect the typical Portuguese Sightseeing driver to dispose time and knowledge to help tourists with their individual needs. However, the English tourist does not have the same expectations (“The driver should have time to answer some

⁵ Self translation. In the original “*Le audio guide ne nous permet pas de communiquer et d’interagir avec les touristes. Avec les casques on ne peut pas répondre.*” (No. 5. Personal Interview. 14 Mar.2015).

⁶ Self translation. In the original “*Siempre es preferible un guía ya que va a poder contarte más detalles o incluso anécdotas de la ciudad*” (No. 8. Personal Interview. 16 Mar.2015).



⁷ Self translation. In the original “*Com o áudio-guia há a possibilidade de ouvir em mais idiomas do que se fosse um guia*” (No. 1. Personal Interview. 8 Mar.2015).

questions. But I don't expect him to hold a question and answer session", No. 7. Personal Interview. 15 Mar.2015). The others nationalities agree that it is not the driver's job, so they expect him to give only basics information about the city ("I think the driver should not be responsible for providing touristic advice, it is the company itself which should guide the tourists"⁸, No. 8. Personal Interview. 16 Mar.2015).

Then, socialization is about the habit of talking or not with other tourists on the Sightseeing bus. The English and the German interviewees usually do not talk with other tourists, but the Spanish, the Brazilian and the French interviewees say that they usually start a conversation if the others have the same nationality or if they can speak a common language. Finally, the last topic of the interview concerning communication expectations is related to the sources of information, in other words, tourists rely on third parties or only on the official information provided by the company? The majority of the interviewees consider the both options – informal (tripadvisor) and formal (website of the company) sources - in order that they can find advantages and disadvantages in each of them. The German tourist claims that "In combination, one with another, we can gather the information needed to create expectations about the service", No. 4. Personal Interview. 13 Mar.2015. The interviewees agree that informal sources, such as tripadvisor, are better for reviews and ratings, because the official sources normally only gives positive information, so informal sources give more subjective and honest opinions. Oppositely, formal sources, like the website of the company, are better to gather timetable and routes information; furthermore, the other's opinions are just opinions and they vary from person to person.















⁸ Self translation. In the original "*Creo que el conductor no debería ser el responsable de ofrecer asesoramiento a nivel turístico, es la propia empresa y los propios responsables los que debería de orientar a los turistas*" (No. 8. Personal Interview. 16 Mar.2015).

Table 4 The Sightseeing time expectations by national culture

TIME	Expectations	National Cultures
Bus frequency	1. every 30 minutes 2. every 15 minutes 3. depends on the hour/season	
Eventualities	1. we accept 2. we do not accept 3. we expect a reward 4. should have a substitute bus	
Bus punctuality	1. must be punctual 2. depends on the length of stay 3. depends on the tour point	
Waiting time	1. 30 minutes 2. 15 minutes 3. depends on the frequency and timetable 4. depends on the weather	






Source Own elaboration




Table 5 The Sightseeing space expectations by national culture

SPACE	Expectations	National Cultures
Accessibility	<ol style="list-style-type: none"> 1. Every buses should be accessible 2. Ramps and stroller space 3. Special stops for disabled people 4. Written tour guide for deaf people 5. Moral and economic issues 	    
Quality of the equipment	<ol style="list-style-type: none"> 1. Should be clean and well-equipped 2. Quality attracts more tourists 3. We pay for it 	  
Sit alone or next to another tourist	<ol style="list-style-type: none"> 1. Alone 2. It does not matter 3. Next to another tourist 	  
Seating arrangements	<ol style="list-style-type: none"> 1. Adequate legroom 2. Seats near to each other 3. Single seats 	  

Source Own elaboration

Table 6 The Sightseeing communication expectations by national culture

Communication	Expectations	National Cultures
Audio-guide	Audio-guide or guide?	
	1. Guide (anecdotes and interaction) 2. Audio-guide (more languages)	
	Information providing	
	1. Storytelling 2. Direct information	
Driver languages	1. English is enough	
	2. English and another foreign language	
	3. Sympathy and willingness to help is more important	
	4. Tourism assistant task	

Individual questions	<ol style="list-style-type: none"> 1. Drivers must only give information about the city 2. Drivers must answer all individual questions 	
Socialization	<ol style="list-style-type: none"> 1. Talk with other tourists if they share the same nationality 2. Usually do not talk with others on the bus. 	
Information sources	<ol style="list-style-type: none"> 1. Informal sources (tripadvisor) <ul style="list-style-type: none"> - opinions and ratings 2. Official sources (company's website) <ul style="list-style-type: none"> - timetable and route information - opinions are subjective and official sources are objective 	

Source Own elaboration

5. Quantitative approach

Using a quantitative approach in this second stage allows counting and measuring the expectations of the tourists and performing the statistical analysis. According to Morgan & Smircich (1980) the functional paradigm that leads to the quantitative method of survey is based on the assumption that social reality has an objective structure. Moreover, quantitative research is deductive and formulates the research hypotheses, verifying them empirically (Frankfort-Nachmias & Nachmias, 1992).

Matveev (2002) lists the strengths of the quantitative method: testifying the research problem objectively; identifying both the independent and the dependent variables under investigation; following the original research goals, achieving more objective conclusions; reaching high levels of reliability due to mass surveys and reducing the subjectivity of judgment.

Consequently, the purpose of the surveys is to test if the expectations differ according to the five national cultures under investigation through statistical analysis. Moreover, we aim to investigate if the Country of Origin Effect has influence in the tourists' expectations. The survey is divided into two parts: the first is the profile of the respondent and the second includes the questions about the Sightseeing expectations. The questions of the survey, the source and the purpose are illustrated in table 7.

A Likert Scale of 7 points was used in the survey which corresponds to an ordered scale from which respondents choose one option that best aligns with their view. It was asked the extent to which they agree or disagree with particular statements concerning the Sightseeing expectations. The scale was: 1) strongly disagree, 2) disagree, 3) somewhat disagree, 4) neither agree nor disagree, 5) somewhat agree, 6) agree, and 7) strongly agree. In order to analyse the data statistically it was used the *software* SPSS Statistics and the ordinal variables was transformed in scale variables. According to Maroco (2014), qualitative variables, as the Liker Scale, can be analysed with parametric methods when they have more than 5 ordinal categories.

Table 7 Questions of the survey – source and purpose

First Part: Profile of the respondent	Source	Purpose
<ol style="list-style-type: none"> 1. Sex 2. Age 3. Nationality 4. Level of education 5. First time visitor to Portugal? 6. First time visitor to Porto? 7. Who do you travel with? 8. What is the duration of your visit in Porto? 9. What is the purpose of your visit? 10. How often do you travel during the year? 11. How often do you use the Sightseeing? 	<p>Le-Klähn (2013)</p>	<p>To know the sample.</p> <p>To identify the differences and similarities of the respondents</p>
Second Part: Questions about the Sightseeing expectations	Source	Purpose
<p><i>Time -</i></p> <p>Punctuality is the Sightseeing most important aspect.</p> <p>The frequency should be every 30 minutes.</p> <p>The waiting time cannot exceed the frequency time.</p> <p>I accept delays in case of eventualities (traffic or bad weather).</p>	<p>Hall and Hall (1990)</p> <p>Becker and Murrmann (1999)</p> <p>Weiermair and Fuchs (2000)</p> <p>Interviews (opinions and suggestions)</p>	<p>To determine time expectations according to each culture (monochronic and polychronic);</p> <p>To evaluate the level of acceptance of unexpected situations.</p>

<p><i>Space</i></p> <p>Buses should be adapted with ramps and space for wheelchairs.</p> <p>Buses should have space for strollers.</p> <p>There should be special stops for disabled people.</p> <p>Buses should have written tour guides for deaf people.</p> <p>I only travel on the bus if the seats are comfortable.</p> <p>Security is the most important aspect.</p> <p>I prefer to travel on a bus with free Wi-Fi connection.</p> <p>I expect the service has an app for smartphones.</p> <p>The cleaner the bus, the more tourists it will attract.</p> <p>I prefer to sit alone rather than next to another person.</p> <p>Travelling on the window side is better than on the hallway side.</p> <p>The convertible buses offer better sights than the covered ones.</p> <p>I prefer the front seats.</p> <p>The service should be standardized.</p>	<p>Hall and Hall (1990)</p> <p>Cunningham <i>et al.</i> (2005)</p> <p>Interviews (opinions and suggestions)</p>	<p>To evaluate the influence of the cultural background on space preferences;</p> <p>To understand how each national culture deals with their personal space;</p> <p>To analyse the different expectations about the itinerary;</p> <p>To highlight the role of marketing in the standardization or adaptation of the service.</p>
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<p>Communication</p> <p>The communication established between the tourist assistant/ bus driver and me is crucial to evaluate the service quality.</p> <p>The tourist assistant job is to communicate and the bus driver job is to drive.</p> <p>Buses should have a guide rather than an audio-guide.</p> <p>The information provided by the guide should be direct.</p> <p>The information provided by the guide should be like a storytelling.</p> <p>The bus driver should speak foreign languages.</p> <p>The tourist assistant should speak, at least, 3 foreign languages.</p> <p>The informal sources (tripadvisor) are more reliable than the formal sources (website of the company).</p>	<p>Grönroos (1984)</p> <p>Hall and Hall (1990)</p> <p>Lehtinen and Lehtinen (1991)</p> <p>Clow <i>et al.</i> (1997)</p> <p>Kalamas <i>et al</i> (2002)</p> <p>Meyer and Schwager (2007)</p> <p>Chattalas <i>et al.</i> (2008)</p> <p>Interviews (opinions and suggestions)</p>	<p>To evaluate the role of the interaction between customers – company in the creation of service quality expectations;</p> <p>To realize if the expectations about the way the information is provided vary across high-context and low-context cultures;</p> <p>To evaluate the different opinions each culture has about the Portuguese ability to speak languages;</p> <p>To understand how each national culture deals with their personal space;</p> <p>To analyse the impact of the customer past experiences with the company on the creation of expectations.</p> <p>To determine if the image that customers have of the company and the country has a direct positive impact on their future expectations.</p>
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<p><i>Country of Origin Effect</i></p> <p>I have high expectations about the Sightseeing quality.</p> <p>The experience I had in other cities influences my expectations regarding the same service in Porto.</p> <p>I have a positive image of Portugal and the Portuguese.</p> <p>I have the idea that the Portuguese are punctual people.</p> <p>I have the idea that the Portuguese are able to speak foreign languages more easily than others.</p> <p>I have the idea that the Portuguese are hospitable.</p>	<p>Wright (1975)</p> <p>Chattalas et al. (2008)</p> <p>Nagashima (1970)</p> <p>Piron (2000)</p>	<p>To evaluate the impact of the tourist' country of origin on his expectations;</p> <p>To analyse if the past experience of the same service has any effect on expectations in another city;</p> <p>To recognize what tourists think about Portugal and the Portuguese.</p>
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5.1 Sample selection

The sample of the survey comprises tourists of the five nationalities that most visited Porto in the last year, namely French, British, Spanish, German and Brazilian. It is an opportunistic sample, based on the population that interests in this research. The sample size is 262 (43 Spanish, 39 British, 68 French, 54 Germans and 58 Brazilians). A complete description of the respondents' profiles can be found in **Appendix II**.

Since the aim of the study is to analyse the impact of the expectations about the Sightseeing buses amid the five nationalities described above, the surveys were only distributed to these nationalities.

5.2 Data procedures

The surveys were distributed in paper to the tourists in two main places: in a tourist point in Porto, where tickets for the Sightseeing buses are sold, and aboard the Douro cruises that goes from Porto to Pinhão. The surveys were circulated between the 4th of May and the 3rd of June 2015. It was divided into two parts: the first one corresponds to the profile of the respondents and the second part consists of questions about the Sightseeing service expectations organized in a Likert Scale of 7 points (**Appendix III**) concerning the Edward Hall's typology (dimensions of time, space and communication) and also the impact of the country of origin effect.

The impact of the national culture on Sightseeing expectations was evaluated with the *software* SPSS Statistics through an Exploratory Factor Analysis (EFA) on the correlation matrix, with the extraction of factors by the method of principal components analysis and the rotated component matrix by the method of Varimax rotation with Kaiser Normalization. In order to evaluate the validity of the EFA, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was applied with the criteria of classification defined by Maroco (2014), as well as the Bartlett's Test of Sphericity.

The purpose of the analysis was to reduce the 34 variables of the survey, so it was done an EFA to each one of the four categories of the survey (time, space, communication

and country of origin effect). Therefore, for time variables it was verified a $KMO = 0,700$ that corresponds to an average recommendation for the Exploratory Factor Analysis. For *space* variables it was verified a $KMO = 0,756$ which is also an average recommendation. For *communication* variables $KMO = 0,676$ that corresponds to a mediocre recommendation, but it is still acceptable for the study. Finally for *country of origin effect* variables it was observed a $KMO = 0,703$ (average recommendation). The Bartlett's Test shows a p-value of 0,000 for the test $H_0: \Sigma = \mathbf{I}$ vs. $H_1: \Sigma \neq \mathbf{I}$, so rejecting H_0 we conclude that all the variables are positively correlated.

After the Factor Analysis it was done an Analysis of Variance for examining the differences in the mean values of the independent variable associated with the factors. So, in order to evaluate if the 5 nationalities have significant differences on Sightseeing expectations concerning each one of the variables it was used a one-way Analysis of Variance (ANOVA). For the variables that show significant differences in at least one of the nationalities it was applied the *t-test* to analyse the means of two nationalities at a time in order to find out which nationalities present different means. Before doing this hypothesis tests it was also proved the normal distribution with the Kolmogorov-Smirnov Test of Normality and Levene's Test for Equality of Variances. For the variables whose results of the test rejected a normal distribution, the Central Limit Theorem, according to Maroco (2014) ensures the normality of the distribution based on the large number of the sample, in other words, because each sub-populations have more than 30 samples.

According to the Rotated Component Matrix, made with the method of Varimax rotation, all the variables of Time Expectations can be reduced in only one, as illustrated in the **table 8**. All the four variables have a representative weight and the new variable is titled *Punctuality and frequency*.

Table 8 Factor reduction of time variables

Factor	Factor interpretation	Variables included in the factor	Component values
F1	Punctuality and frequency	Punctuality is the most important aspect. The frequency should be every 30 minutes. The waiting time cannot exceed the frequency time. I accept delays in case of eventualities (traffic or bad weather).	,573 ,477 ,644 ,804
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,700
Approx. Chi-Square			162,260
Bartlett's Test of Sphericity df			15
Sig.			,000

Regarding Space Expectations, initially on the survey they were fourteen variables. However, after the Factor Analysis it was possible to reduce them into four variables. The **table 9** shows the factor interpretation of the variables which is, namely, *special adaptations for disabled people, comfort and safety on board, seat preferences* and *Wi-Fi connection*.

Table 9 Factor reduction of space variables

Factor	Factor interpretation	Variables included in the factor	Component values
F2	<i>Special adaptations for disabled people</i>	Buses should be adapted with ramps and space for wheelchairs.	,843
		Buses should have space for strollers.	,763
		There should be special stops for disabled people.	,560
		Buses should have written tour guides for deaf people.	,690
F3	<i>Comfort and safety on board</i>	I only travel on the bus if the seats are comfortable.	,785
		Security is the most important aspect.	,655
		The cleaner the bus, the more tourists it will attract.	,509
		I prefer the front seats.	,522
		The service should be standardized.	,495
F4	<i>Seat preferences</i>	I prefer to sit alone rather than next to another person.	,533
		Travelling on the window side is better than on the hallway side.	,770
		The convertible buses offer better sights than the covered ones.	,724
F5	<i>Wi-Fi connection</i>	I prefer to travel on a bus with free Wi-Fi connection.	,858
		I expect the service has an app for smartphones.	,807
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,746
Approx. Chi-Square			827,169
Bartlett's Test of Sphericity df			91
Sig.			,000

The variables concerning the Communication Expectations were originally eight and after the Factor Analysis they were reduced into three variables, specifically *languages skills*, *information provided by the audio-guide* and *favourite information sources*. The factor reduction is summarised in the **table 10**.

Table 10 Factor reduction of communication variables

Factor	Factor interpretation	Variables included in the factor	Component values
F6	<i>Language skills</i>	The communication established between the tourist assistant/ bus driver and me is crucial to evaluate the service quality. The bus driver should speak foreign languages. The tourist assistant should speak, at least, 3 foreign languages.	,641 ,841 ,628
F7	<i>Information provided by the audio guide</i>	Buses should have a guide rather than an audio-guide. The information provided by the guide should be direct.	,806 ,747
F8	<i>Favorite information sources</i>	The tourist assistant job is to communicate and the bus driver job is to drive. The information provided by the guide should be a storytelling. The informal sources (tripadvisor) are more reliable than the formal sources (website of the company).	,667 ,471 ,720
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,676
Approx. Chi-Square			204,840
Bartlett's Test of Sphericity df			28
Sig.			,000

Finally, in the **table 11** can be found the analysis of the country of origin effect variables. The six variables that initially constituted this part of the survey were reduced into two, namely, *the image of the country* and *past experience*.

Table 11 Factor reduction of country of origin effect variables

Factor	Factor interpretation	Variables included in the factor	Component values
F9	<i>The image of the country</i>	I have a positive image of Portugal and the Portuguese. I have the idea that the Portuguese are punctual people. I have the idea that the Portuguese are able to speak foreign languages more easily than others. I have the idea that the Portuguese are hospitable.	,819 ,626 ,730 ,832
F10	<i>Past experience</i>	I have high expectations about the Sightseeing quality. The experience I had in other cities influences my expectations regarding the same service in Porto.	,824 ,868
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,703
Approx. Chi-Square			424,597
Bartlett's Test of Sphericity df			15
Sig.			,000

After this analysis, the new variables were tested in order to find out the results of the survey. *Does the national culture have an impact on the expectations of the services?* The answer of the question could be determined by conducting a one-way ANOVA. The interest lies in testing the null hypothesis that the category means are equal in the population. So, if the null hypothesis (H0) of equal category means is not rejected, then the independent variable (five nationalities) does not have a significant effect on the dependent variable (each factor from 1 to 10 described above). On the other hand, if the null hypothesis is rejected, then the effect of the independent variable is significant. In other words, if in one category the null hypothesis is not rejected it means that all the nationalities have similar expectations concerning that category. On the other hand, if the null hypothesis is rejected it means that at least one nationality has a different mean, i.e., different expectations. In this case, a *t test* will be used for making statements about the means of parent nationalities and, consequently, to find out which nationality(ies) has(have) different means.

These parametric tests require the simultaneous verification of the following conditions: (i) the variables have normal distribution and (ii) the population variance is homogeneous when comparing two or more populations. Hence, the **table 12** illustrates the values of the Kolmogorov-Smirnov test to verify if all the variables have normal

distribution. The results show that some variables do not have normal distribution, namely the ones with $p\text{-value} \leq 0,05$. However, it is possibly to follow up with the parametric tests because, according to Maroco (2014), the Central Limit Theorem, ensures the normality of the distribution when the number of the sample is significant.

Table 12 Results of the Test of Normality for all the variables

Variables	Kolmogorov-Smirnov - Test of Normality <i>p-values</i>				
	Brazilian	Spanish	French	British	German
F1 Punctuality and frequency	0,200	0,200	0,200	0,042	0,097
F2 Special adaptations for disabled people	0,200	0,099	0,042	0,007	0,200
F3 Comfort and safety on board	0,047	0,200	0,200	0,200	0,200
F4 Seat preferences	0,001	0,200	0,200	0,068	0,200
F5 Wi-Fi connection	0,200	0,200	0,014	0,200	0,200
F6 Language skills	0,200	0,200	0,200	0,200	0,200
F7 Information provided by the audio guide	0,168	0,200	0,200	0,087	0,200
F8 Favourite information sources	0,200	0,036	0,200	0,200	0,200
F9 The image of the country	0,000	0,071	0,068	0,002	0,000
F10 Past experience	0,200	0,200	0,200	0,200	0,066

Hereupon, the following hypothesis tests will demonstrate if exists significant differences between nationalities concerning the Sightseeing expectations. The one-way ANOVA is interested in testing if the means of the five nationalities are significantly different among them, so, for each category, the hypotheses are:

$$H_0 = \mu_{\text{Brazilians}} = \mu_{\text{Spanish}} = \mu_{\text{French}} = \mu_{\text{British}} = \mu_{\text{Germans}}$$

vs.

$$H_1 = \text{at least one of the population mean is different from the others.}$$

Although the ANOVA results tell us the differences of each category, it does not tell us where those differences lie, i.e., which nationalities reveal significant differences. Thus, additional post-hoc tests were done to address this issue. The *t-tests* are interested in testing the mean of two nationalities at a time and the hypotheses are:

$$H_0 = \mu_A = \mu_B$$

vs.

$$H_1 = \mu_A \neq \mu_B$$

Going further in this analysis, we not only tested the influence of the national culture on the Sightseeing expectations, but also if the tourists' expectations vary according to: 1) who they travel with and 2) the purpose of their visit.

Finally, a Hierarchical Regression was done in order to study the impact of the Country of Origin Effect in the Sightseeing expectations. The goal of this last analysis is to use several independent or predicted variables to predict a single outcome. In other words we wanted to find out whether Country of Origin Effect (independent variable) predict the Sightseeing general expectations (dependent variables), keeping in mind that other variables like sex, age, nationality, the frequency they travel and the frequency they use the Sightseeing (control variables) might be associated with both Country of Origin Effect and the Sightseeing general expectations. To finish, this same analysis was done for the three specific expectations under investigation: time, space and communication.

5.3 Findings and discussion

5.3.1 Analysis of Variance: Differences of expectations among nationalities

A one-way between subjects ANOVA was conducted to compare the expectations of the Sightseeing in Spanish, French, British, German and Brazilian national cultures.

The results suggest that a marginally significant difference exists in almost all the categories within Sightseeing expectations among the five nationalities remembered at the $p \geq .05$. There was not a significant effect only in the categories *F4 Seat Preferences* (ANOVA: 0,099) and *F6 Language Skills* (ANOVA: 0,194). The variables included in the category *F4* are: (1) I prefer to sit alone rather than next to another person; (2) Travelling on the window side is better than on the hallway side and (3) The convertible buses offer better sights than the covered ones. On the other hand, the category *F6* has the following variables: (1) The communication established between the tourist assistant/ bus driver and me is crucial to evaluate the service quality; (2) The bus driver should speak foreign languages and (3) The tourist assistant should speak, at least, 3 foreign languages.

Because it was found a statistically significant result in the other categories, post-hoc comparisons were done. So, each nationality was compared to every others nationalities using the *t*-test and then it was possible to indicate which one was significantly different. Besides, because there are categories whose differences are shown in more than one pair of nationalities, it was necessary to consider the mean differences to conclude which one is the most statistically different.

5.3.1.1 Time

Taken together, these results suggest for the category *F1Punctuality and Frequency* that the Spanish tourists do have significantly different expectations on the Sightseeing service compared with the other four nationalities and the strongest difference is between the Spanish and the British nationalities (**table 13**). This category includes the following variables: (1) Punctuality is the most important aspect; (2) The frequency should be every 30 minutes; (3) The waiting time cannot exceed the frequency time and (4) I accept delays in case of eventualities (traffic or bad weather).

Table 13 Results of the Anova and T-test: Punctuality and frequency

<i>F1. Punctuality and frequency</i>										
ANOVA: 0,002	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,591	0,000	0,100	0,308	0,557	0,872	0,085	0,123
Spanish					0,325	0,005	0,906	0,001	0,265	0,040
French							0,460	0,324	0,784	0,555
British									0,385	0,161
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Spanish	Brazilian	-,714	,172	,000
Spanish	French	-,543	,188	,005
<u>Spanish</u>	<u>British</u>	<u>-,745</u>	,209	,001
Spanish	German	-,429	,206	,040

The results of time expectations suggest that the two nationalities with the most different means are the British and the Spanish. According to Hall and Hall (1990), the British belong to a monochronic culture, i.e., they take commitments (deadlines, schedules) seriously. On the other hand, the Spanish belong to a polychronic culture because they consider time commitments an objective to be achieved if possible. Consequently, the British tourists “agree” that the punctuality is the most important aspect, while the Spanish only “somewhat agree”. Nevertheless, the British are more likely to accept delays than the Spanish tourists. Although these are the two nationalities whose expectations most differ, the difference are not so significant since the mean of the answers of the Spanish is “somewhat agree” and the British is “agree”.

5.3.1.2 Space

The results of the category *F2 Special adaptations for disabled people* indicate that there are two pairs of groups whose means differ significantly, namely Germans - Brazilians and Germans – French and the biggest difference lies on the first pair (**table 14**). So, the Germans and the Brazilians tourists do have different expectations on the following aspects: (1) Buses should be adapted with ramps and space for wheelchairs; (2) Buses should have space for strollers; (3) There should be special stops for disabled people and (4) Buses should have written tour guides for deaf people.

Table 14 Results of the Anova and T-test: Special adaptations for disabled people

<i>F2. Special adaptations for disabled people</i>										
ANOVA: 0,001	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,575	0,058	0,963	0,679	0,374	0,200	0,033	0,000
Spanish					0,550	0,091	0,684	0,710	0,133	0,099
French							0,323	0,288	0,016	0,001
British									0,386	0,066
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
<u>German</u>	<u>Brazilian</u>	<u>-,707</u>	,192	,000
German	French	-,643	,177	,001

The variable *F3 Comfort and safety on board* is also not unanimous among nationalities, and the t-test announces that the Spanish tourists have different expectations compared with the others four nationalities as well as the British (**table 15**). The most significant difference is amid the Spanish and the Brazilian nationalities, concerning the following questions: (1) I only travel on the bus if the seats are

comfortable; (2) Security is the most important aspect; (3) The cleaner the bus, the more tourists it will attract; (4) I prefer the front seats; (5) The service should be standardized.

Table 15 Results of the Anova and T-test: Comfort and safety on board

<i>F3. Comfort and safety on board</i>										
ANOVA: 0,001	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,959	0,000	0,166	0,074	0,353	0,000	0,199	0,053
Spanish					0,158	0,000	0,304	0,042	0,182	0,000
French							0,730	0,006	0,979	0,814
British									0,757	0,014
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
<u>Spanish</u>	<u>Brazilian</u>	<u>-1,225</u>	,170	0,000
Spanish	French	-,925	,177	0,000
Spanish	British	-,389	,188	0,042
Spanish	German	-,883	,184	0,000
British	Brazilian	-,836	,183	0,000
British	French	-,535	,190	0,006
British	German	-,493	,197	0,014

The results of the category *F5 Wi-Fi connection* reveal a significant difference on the expectations in the Brazilian, the Spanish and the British nationalities and the most significant difference lies on the Brazilians and the British (**table 16**). These two national cultures have different expectations concerning the following issues: (1) I prefer to travel on a bus with free Wi-Fi connection and (2) I expect the service has an app for smartphones.

Table 16 Results of the Anova and T-test: Wi-Fi connection

<i>F5. Wi-Fi connection</i>										
ANOVA: 0,000	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,075	0,000	0,001	0,000	0,016	0,000	0,002	0,000
Spanish					0,166	0,154	0,564	0,020	0,244	0,592
French							0,458	0,308	0,844	0,368
British									0,585	0,073
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Brazilian	Spanish	,724	,154	0,000
Brazilian	French	,996	,157	0,000
<u>Brazilian</u>	<u>British</u>	<u>1,20</u>	,163	0,000
Brazilian	German	,829	,160	0,000
Spanish	British	,477	,200	0,020

Concerning the space expectations, based on the findings there is a possibility that all the five nationalities have the same expectations concerning the personal space. So, the results do not provide evidence about the “size” of the invisible space bubble that surrounds each culture. These findings suggest that all the nationalities give permission to invade their space, in other words, it would not be a problem to seat next to another tourist on the bus. However, the expectations about the special adaptations for disabled people on the bus are different among the tourists, especially between the German and the Brazilian nationalities. The first ones, for instance, “somewhat agree” with the possibility of special stops for disabled people and do not expect written guides for deaf people. On the other hand, the Brazilians “strongly agree” that buses should be adapted with ramps and space for wheelchairs. The category about space in the Sightseeing with a most significant difference between nationalities is the one about comfort and safety

on board. While the Spanish “somewhat disagree” on traveling on the bus only if the seats are comfortable, the Brazilians “somewhat agree” that will only do the Sightseeing if it is comfortable. Moreover, the Brazilians give more importance to the security of the service than the Spanish, maybe because of the different levels of development between Brazil and Spain. Whereas citizens from Spain, a developed country, see security as an ordinary subject, the Brazilians face every day many problems concerning security in their country. Regarding the expectations about the Wi-Fi connection inside the buses, the Brazilian and the British do not have the same mean as others nationalities. The Brazilians expect more than the British that the service offers an app for smartphones and also free Wi-Fi connection.

5.3.1.3 Communication

The results of the category *F7 Information provided by the audio-guide* reveals some pairs of nationalities with different expectations, namely French – Brazilian/ British and German – Brazilian/ Spanish/ French. The nationalities whose expectations are the most different from the others are German – French (**table 17**). The variables included on this category were: (1) Buses should have a guide rather than an audio-guide and (2) The information provided by the guide should be direct.

Table 17 Results of the Anova and T-test: Information provided by the audio-guide

<i>F7. Information provided by the audio-guide</i>										
ANOVA: 0,000	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,095	0,491	0,178	0,005	0,176	0,789	0,381	0,036
Spanish					0,503	0,080	0,719	0,406	0,391	0,015
French							0,793	0,007	0,732	0,000
British									0,607	0,115
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
French	Brazilian	-,474	,165	0,005
French	British	,526	,191	0,007
German	Brazilian	,375	,177	0,036
German	Spanish	,510	,205	0,015
<u>German</u>	<u>French</u>	<u>,850</u>	,173	0,000

The results of the category *F8 Favourite Information Sources* show that the Spanish do not have the same expectations as the French and the British. The most significant difference is between Spanish and British nationalities (**table 18**). This category includes the following questions: (1) The tourist assistant job is to communicate and the bus driver job is to drive; (2) The information provided by the guide should be a storytelling and (3) The informal sources (tripadvisor) are more reliable than the formal sources (website of the company).

Table 18 Results of the Anova and T-test: Favourite information sources

<i>F8. Favourite information sources</i>										
ANOVA: 0,016	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,482	0,005	0,567	0,371	0,147	0,907	0,161	0,057
Spanish					0,772	0,023	0,511	0,008	0,574	0,234
French							0,255	0,467	0,301	0,244
British									0,887	0,081
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Spanish	French	-,442	,192	0,023
<u>Spanish</u>	<u>British</u>	<u>-,580</u>	,214	0,008

The results of the communication expectations of the service support the theoretical assumptions of Edward Hall with reference to the contrast high-context vs. low-context cultures. Except for category 6 in which all the nationalities have the same expectations, the other two categories about communication reveals significant differences between a high-context culture and a low-context culture. The five national cultures seem to expect that the bus driver speaks foreign languages as well as the tourist assistant speaks, at least, 3 languages. They also agree that the communication established between the tourist assistant/bus driver and the tourist is crucial to evaluate the service quality. However, the expectations differ about the audio-guide. The French tourists are more likely to expect a live guide on the bus, while the German prefer an audio-guide. Additionally, both agree that the information provided by the guide should be direct. The first variation can be explained by the difference that exists between Germany – a low-context culture – and France – a high-context culture. French are more committed to people and human relationships than German, so what, they prefer a person giving information about the city, rather than headphones. Furthermore, in high-context cultures people are deeply involved with each other, so communication requires much more attention to understand what they really mean (Kim *et al.*, 1998; Nguyen *et al.*, 2007). Oppositely, the Germans are more committed to the job and they are accustomed to short-term relationships. People in these societies attach more meaning to the message itself, so “what is said is what is meant” (Kim *et al.*, 1998; Nguyen *et al.*, 2007).

Concerning the favourite information sources the differences are not so significant and although these are the two nationalities whose expectations differ it is possible to conclude that the Spanish and the British agree that the informal sources (tripadvisor) are more reliable than the formal sources (website of the company). These results confirm the claims made in previous researches where some authors agree that the experiences of others carry higher weight than other information sources. Consequently, third parties perform in the interest of the customer and have a positive impact on their expectations (Beales *et al.*, 1981).

5.3.1.4 Country of Origin Effect

The results of the category *F9 The image of the country* suggest that the Germans are the ones who have different expectations from Brazilian/ Spanish/ French. The pair of nationalities who show the most different mean is the Germans and the Brazilians (**table 19**). The category consist of four variables: (1) I have a positive image of Portugal and the Portuguese; (2) I have the idea that the Portuguese are punctual people; (3) I have the idea that the Portuguese are able to speak foreign languages more easily than others and (4) I have the idea that the Portuguese are hospitable.

Table 19 Results of the Anova and T-test: The image of the country

<i>F9. The image of the country</i>										
ANOVA: 0,029	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,629	0,349	0,758	0,509	0,517	0,262	0,606	0,002
Spanish					0,477	0,776	0,347	0,757	0,376	0,037
French							0,705	0,570	0,833	0,013
British									0,850	0,133
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
<u>German</u>	<u>Brazilian</u>	<u>-,579</u>	,182	0,002
German	Spanish	-,413	,195	0,037
German	French	-,465	,185	0,013

As mentioned in the previous chapters, country of origin effect is “the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country” (Nagashima, 1970, p. 68). This effect can also be applied to services and this is the last category studied in this research. The Brazilians have a more positive image of Portugal than the Germans and these results are probably influenced by two

conditions: first, the connection that the Brazilians have with the Portuguese is much higher; second, these two nationalities are high-context cultures, so they share similar characteristics.

Finally, the last category is *F10 Past experience* and is the one with more differences among the five nationalities. However, the pair which reveals the most significant differences is between the Spanish and the British nationalities (**table 20**). This category was about: (1) I have high expectations about the Sightseeing quality and (2) The experience I had in other cities influences my expectations regarding the same service in Porto. On the **appendix IV** it can be found charts that illustrate the most significant different means of the answers between nationalities.

Table 20 Results of the Anova and T-test: Past experience

<i>F10. Past experience</i>										
ANOVA: 0,000	Brazilian		Spanish		French		British		German	
	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a	Levene*	T-Test ^a
Brazilian			0,109	0,000	0,698	0,010	0,301	0,963	0,758	0,031
Spanish					0,238	0,010	0,030	0,000	0,228	0,006
French							0,213	0,018	0,945	0,741
British									0,240	0,043
* Levene's Test for Equality of Variances (sig.)										
^a . T-Test for Equality of Means (sig.)										

Nationality 1	Nationality 2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Brazilian	Spanish	,963	,198	0,000
Brazilian	French	,435	,165	0,010
Brazilian	German	,376	,172	0,031
Spanish	French	-,528	,200	0,010
<u>Spanish</u>	<u>British</u>	<u>-,971</u>	,214	0,000
Spanish	German	-,586	,210	0,006
French	British	-,443	,183	0,018
British	German	,385	,187	0,043

Regarding the past experience, the expectations differ between the Spanish and the British. Past experience indicates that customers have experienced the same service in another city and is defined as “the customer’s previous exposure to service that is relevant to the focal service” (Zeithaml *et al.*, 1993, p. 9). Additionally, the firm image is also relevant since it has a direct impact on the tourists’ expectations. If a firm has a positive reputation, it is difficult to point out poor service performance, no matter what. On the other hand, a negative image of a service company will be difficult to change, even if the service is exceptionally good (Clow *et al.*, 1997). With regard to this topic, the British are more likely to be influenced with the experiences in other cities than the Spanish and the British have more high expectations about the Sightseeing quality than the tourists from Spain. Further conclusions about the COE will be discussed later.

After analysing the different expectations among nationalities, other one-way ANOVA and t-tests were done in order to find out if the expectations also differ in the following circumstances: 1) who the tourists travel with and 2) what is the purpose of their visit? The results about the influence of *who the tourists travel with* on the Sightseeing expectations shows that there are only significant differences in five categories, namely *F3* Comfort and Safety on board - tourists who travel alone have different expectations from the ones who travel with friends/ relatives; *F5* Wi-Fi connection – like the previous category, tourists who travel alone have different expectations from the ones who travel with friends/ relatives; *F7* Information provided by the audio guide – people who travel alone have different expectations compared with tourists who travel in organized groups; *F8* Favourite information sources – the tourists that travel with their partner have different expectations from the ones who travel with friends/ relatives; *F9* The image of the country – tourists who travel with organized groups have a significant different image of the country from the ones that travel with friends/ relatives. The results are illustrated in the following table (**table 21**).

Table 21 Results of the ANOVA test and t-test for the variables with different means:
Sightseeing expectations and Who do you travel with?

<i>F3. Comfort and safety on board</i>				
ANOVA: 0,000	Alone	Partner	Friends/ Relatives	Organized Group
Alone		0,013	0,000	0,000
Partner			0,280	0,001
Friends/ Relatives				0,002
T-Test for Equality of Means (sig.)				

Who?1	Who?2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Alone	Partner	-,523	,206	0,013
<u>Alone</u>	<u>Friends/ Rel.</u>	<u>-6,66</u>	,185	0,000
Alone	Org. Group	-1,44	,283	0,000
Partner	Org. Group	,920	,272	0,001
Friends/Rel.	Org. Group	,777	,240	0,002

<i>F5. Wi-Fi connection</i>				
ANOVA: 0,045	Alone	Partner	Friends/ Relatives	Organized Group
Alone		0,046	0,006	0,126
Partner			0,206	0,998
Friends/ Relatives				0,523
T-Test for Equality of Means (sig.)				

Who?1	Who?2	Mean difference (1-2)	Std. Error difference	p-value $\leq 0,05$
Alone	Partner	,386	,191	0,046
<u>Alone</u>	<u>Friends/ Rel.</u>	<u>,564</u>	,204	0,006

<i>F7. Information provided by the audio guide</i>				
ANOVA: 0,042	Alone	Partner	Friends/ Relatives	Organized Group
Alone		0,279	0,127	0,004
Partner			0,501	0,016
Friends/ Relatives				0,042
T-Test for Equality of Means (sig.)				

Who?1	Who?2	Mean difference (1-2)	Std. Error difference	p-value $\leq 0,05$
<u>Org. Group</u>	<u>Alone</u>	<u>-,853</u>	,282	0,004
Org. Group	Partner	-,631	,257	0,016
Org. Group	Friends/ Rel.	-,538	,262	0,042

<i>F8. Favourite information sources</i>				
ANOVA: 0,004	Alone	Partner	Friends/ Relatives	Organized Group
Alone		0,005	0,659	0,458
Partner			0,001	0,216
Friends/ Relatives				0,582
T-Test for Equality of Means (sig.)				

Who?1	Who?2	Mean difference (1-2)	Std. Error difference	p-value $\leq 0,05$
Partner	Alone	,542	,191	0,005
<u>Partner</u>	<u>Friends/ Rel.</u>	<u>-,449</u>	,131	0,001

<i>F9. The image of the country</i>				
ANOVA: 0,002	Alone	Partner	Friends/ Relatives	Organized Group
Alone		0,028	0,875	0,005
Partner			0,006	0,123
Friends/ Relatives				0,009
T-Test for Equality of Means (sig.)				

Who?1	Who?2	Mean difference (1-2)	Std. Error difference	p-value $\leq 0,05$
Partner	Alone	,411	,185	0,028
Partner	Friends/ Rel.	-,377	,137	0,006
Org. Group	Alone	,775	,262	0,005
<u>Org. Group</u>	<u>Friends/ Rel.</u>	<u>-,741</u>	,280	0,009

Regarding the influence of the *purpose of their visit* on the Sightseeing expectations, the expectations differ only in the following three categories: F3 Comfort and Safety on board - tourists who travel to Porto to study have different expectations from the others that come for business; F5 Wi-Fi connection – people who travel to Porto with the purpose to visit their friends/ relatives have different expectations from the others that come for vacation; F9 The image of the country – tourists that come for vacation have different expectations compared with people who travel for *other* reasons. The results are illustrated in the following table (table 22).

Table 22 Results of the ANOVA test and t-test for the variables with different means:
Sightseeing expectations and What is the purpose of your visit?

<i>F3. Comfort and safety on board</i>					
ANOVA: 0,014	Visit friends/rel.	Vacation	Business	Study	Other
Visit friends/rel.		0,134	0,115	0,269	0,724
Vacation			0,211	0,003	0,536
Business				0,040	0,074
Study					0,199
T-Test for Equality of Means (sig.)					

Purpose1	Purpose2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Study	Vacation	-,645	,213	0,003
<u>Study</u>	<u>Business</u>	<u>-1,52</u>	,442	0,040

<i>F5. Wi-Fi connection</i>					
ANOVA: 0,014	Visit friends/rel.	Vacation	Business	Study	Other
Visit friends/rel.		0,003	0,879	0,280	0,465
Vacation			0,300	0,070	0,226
Business				0,528	0,640
Study					0,978
T-Test for Equality of Means (sig.)					

Purpose1	Purpose2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
<u>Visit friends/rel.</u>	<u>Vacation</u>	<u>,650</u>	,216	0,003

<i>F9. The image of the country</i>					
ANOVA: 0,014	Visit friends/rel.	Vacation	Business	Study	Other
Visit friends/rel.		0,770	0,717	0,174	0,027
Vacation			0,746	0,014	0,001
Business				0,432	0,193
Study					0,321
T-Test for Equality of Means (sig.)					

Purpose1	Purpose2	Mean difference (1-2)	Std. Error difference	p-value ≤ 0,05
Visit friends/rel.	Other	,926	,398	0,027
<u>Vacation</u>	<u>Other</u>	<u>,985</u>	,304	0,001
Vacation	Study	,518	,209	0,014

Based on this research, the expectations not only differ according to the nationality, but they also differ according to the travel partner and the purpose of the visit. For instance, people who travel alone have different expectations from the ones who travel with friends or relatives about the Wi-Fi connection. A possible explanation for this result might be because people who travel alone feel more need to keep in touch with their friends/relatives and to share their travel experiences in the social networks. So, maybe they connect to the internet more often than people who travel with their friends/relatives. Moreover, people who travel in organized groups expect a different service concerning the information provided by the audio-guide than the ones who travel alone. There may be several possibilities that lead to this results but one reason could be the difference of the ages that, normally, exists between this two kinds of travellers. The surveys indicate that the majority of tourists who travel alone are between 18-20 years old and those who travel in organized groups are 65 years old or more. So it seems acceptable to assume that the preferences, the perceptions, the life experiences and the expectations between young people and older people are significantly different. On the other hand, the tourists that travel to study have different

expectations from the ones who travel for business. They do not expect the same comfort and safety on board the Sightseeing buses. These findings can be explained by the different lifestyle between students and businessmen. One more time, different stages of life mean different expectations. In addition, regarding the Wi-Fi connection on the bus, people who travel with the purpose to visit their friends or relatives have different expectations from the others who travel for vacation, maybe because the first kind of travellers are more concerned in enjoying the company of their friends/ relatives to the fullest, not spending time online. However, it seems that the tourists who come to spend a good time on vacation are more likely to want free Wi-Fi connection.

5.3.2 Hierarchical Regression: Predicting expectations from COE

The hierarchical regression is a type of multiple regression used to examine the relationships between a set of independent variables and a dependent variable, after controlling for the effects of some other independent variables on the dependent variable. The purpose of this analysis is to evaluate the influence of the Country of Origin Effect (COE) on the Sightseeing expectations, predicting this impact through some factors. In other words, the goal of this analysis is to find out whether the Image of the Country and the Past Experience (independent variables) predict the Sightseeing general expectations (dependent variables), taking into consideration that other variables like sex, age, nationality, the frequency that tourists travel and the frequency they use the Sightseeing (control variables) might be associated with both Country of Origin Effect (image of the country and past experience) and the Sightseeing expectations. This last statistical analysis is divided into two stages: firstly the dependent variable is the Sightseeing general expectations. With the question of the survey “I have high expectations about the Sightseeing quality”, it is possible to find out the expectations each tourist has about the service in general. Later, the same analysis was done for the three specific expectations under investigation: time, space and communication. Hereupon, it was possible to evaluate the influence of the Country of Origin Effect in the Sightseeing expectations as a whole and afterwards to analyse partially each one of the expectations. So, in the last chapter we analysed the impact of the nationalities on the expectations. At this moment, the aim is to study the impact of the Country of Origin Effect on the Sightseeing expectations, regardless of the nationality.

Concerning the image of the country that the tourists have about Portugal as well as their past experience (independent variables) the R Square Change statistic for the increase in R^2 associated with the added control variables (sex, age, nationality, the frequency that tourists travel and the frequency they use the Sightseeing) explains an additional 66,5% of the variation in Sightseeing general expectations (dependent variable). The probability of the F statistic for the overall regression relationship for all independent variables is 0.00, less than the level of significance of 0.05, so the null

hypothesis that there is no relationship between the set of all independent variables and the dependent variable is rejected, i.e., the results suggest that there is a statistically significant relationship between the set of all independent variables and the dependent variable. Concerning the variable “The image of the country”, the probability of the t statistic (5.956) for the b coefficient is 0.000, so we reject the null hypothesis that the slope associated with the image of the country is equal to zero ($b = 0$) and conclude that there is a statistically significant relationship between the image of the country and the general expectations. For the independent variable “Past experience”, the probability of the t statistic (24.746) for the b coefficient is 0.000 too, therefore we also conclude that there is a statistically significant relationship between the past experience and the general expectations. All the results are summarised in the next table (**table 23**).

Based on these findings we could see that the expectations are in some way the result of the image that the tourists have about Portugal as well as their past experience. So, we conclude that the Country of Origin Effect (COE) has a significant impact on the expectations. Along the research, it seemed not possible to analyse the *will expectations*, but only the *should expectations*, since the questions of the survey were focused on the level of service the customer hoped to receive. Besides which, the literature demonstrated that sometimes it is difficult to distinguish one sort of expectations from another. Nevertheless, with the last questions about the image of the country and the past experience we could get information about these two kinds of expectations. So, these findings allow us to conclude that the expectations influenced by the COE match the *will expectations* – the ones that refer to what customers believe will happen during the service delivery system.

Table 23 Summary of Hierarchical Regression Analysis for COE variables predicting Sightseeing general expectations

General expectations					
	Regression Sig.	R Square Change	Sig. F Change	t	Sig.
Image of the country	.000	.665	.000	5.956	.000
Past experience				24.746	.000

The previous analysis revealed that the COE has a significant influence on the general expectations. Additionally, we can also evaluate the impact of the COE on the partial expectations - time, space and communication.

The variables under investigation are consistent with the ones get from the factor reduction. Thus, it is important to recall that time expectations have one variable (punctuality and frequency); space expectations consist of four variables (special adaptations for disabled people, comfort and safety on board, seat preferences and Wi-Fi connection); and finally communication expectations are constituted by three variables (language skills, information provided by the audio guide and favourite information sources). From the **table 24**, looking at the Sig. values it is possible to see that it exists a statistically significant relationship between the COE and almost all the specific expectations. Only two variables present values above 0.05, namely, “Seat preferences” with respect to “The image of the country” and “Wi-Fi connection” in regard to the “Past experience”. The results mean that does not exist a significant relationship between these two specific expectations and the COE. On the other hand, all the other expectations are significantly influenced by both image of the country and past experience.

Table 24 Summary of Hierarchical Regression Analysis for COE variables predicting Sightseeing partial expectations

1. Punctuality and frequency					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.240	.000	8.444	.000
Past experience				4.743	.000
2. Special adaptations for disabled people					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.202	.130	7.368	.000
Past experience				3.803	.000
3. Comfort and safety on board					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.069	.000	3.321	.001
Past experience				4.058	.000
4. Seat preferences					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.048	.001	.889	.375
Past experience				3.640	.000
5. Wi-Fi connection					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.019	.064	2.146	.033
Past experience				1.048	.296
6. Language skills					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.118	.000	4.113	.000
Past experience				4.406	.000
7. Information provided by the audio guide					
	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.047	.002	2.064	.040

Past experience	3.060	.002
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8. Favourite information sources

	<i>Regression Sig.</i>	<i>R Square Change</i>	<i>Sig. F Change</i>	<i>t</i>	<i>Sig.</i>
Image of the country	.000	.119	.000	2.339	.020
Past experience				5.582	.000








It is important to remember that customers hold two different types of expectations about service: the highest are *should expectations* – “the wished for level of performance” and the lowest can be termed *will expectations* – “the level of service the customer will accept” (Zeithaml *et al.*, 2013, p. 57). For example, someone may book a short holiday to Porto in summer and buy an online ticket to do the Sightseeing. What are his expectations of the service? Probably he wants to travel on the bus on a precise time of the day and see that specific spots he has already check on the web – because this is what he hopes and wish for. However, he probably also sees that demand in summer may constrain the availability of buses seats. Besides, he has a preconceived idea that the Portuguese are not punctual. In this situation and in general, customers hope to achieve their service desires but recognize that this is not always possible. This is the difference between *should* and *will* expectations.

So, the findings also show that there is a strong link between the Country of Origin Effect and the Sightseeing expectations and because of this it is possible to connect them to *will expectations*. The results indicate that the acceptance of the quality of the service is affected by the image that people have about the country where the service is provided. So, given these findings, we can conclude that the Country of Origin Effect predicts the expectations that tourists have about the service. Although all the questions of the survey about time, space and communication expectations on the Sightseeing in Porto seemed to be only able to address the *should expectations*, the last questions about the image the respondents have about Portugal and the Portuguese connected with the Sightseeing expectations helped us to draw a conclusion about *will expectations*. In other words, if expectations are influenced by the COE, somehow the tourists adapted their expectations to the country, pointing the level of service that they think Portugal can transmit.

5.4 Conclusion

Regarding the initial research question (*how the national culture influences the expectations of Sightseeing?*), the results show that different nationalities mean different expectations. So, the national culture has an impact on the Sightseeing expectations and a summary of the results of the hypothesis analysed can be found in the **table 25**.

Table 25 Summary of the hypothesis and results

Hypothesis	Rejected or accepted?	Explanation
The five nationalities have the same expectations about punctuality and frequency .		Spanish ≠ Brazilian Spanish ≠ French Spanish ≠ British Spanish ≠ German
The five nationalities have the same expectations about special adaptations for disabled people .		German ≠ Brazilian German ≠ French
The five nationalities have the same expectations about comfort and safety on board .		Spanish ≠ Brazilian Spanish ≠ French Spanish ≠ British Spanish ≠ German British ≠ Brazilian British ≠ French British ≠ German
The five nationalities have the same expectations about seat preferences .		
The five nationalities have the same expectations about Wi-Fi connection .		Brazilian ≠ Spanish Brazilian ≠ French Brazilian ≠ British Brazilian ≠ German Spanish ≠ British
The five nationalities have the same expectations about language skills .		
The five nationalities have the same expectations about information provided by the audio-guide .		French ≠ Brazilian French ≠ British German ≠ Brazilian German ≠ Spanish German ≠ French

The five nationalities have the same expectations about favourite information sources.	X	Spanish ≠ French Spanish ≠ British
The five nationalities have the same image of the country.	X	German ≠ Brazilian German ≠ Spanish German ≠ French
The five nationalities have the same past experience.	X	Brazilian ≠ Spanish Brazilian ≠ French Brazilian ≠ German Spanish ≠ French Spanish ≠ German Spanish ≠ British British ≠ German

6. Conclusion

More and more cultural differences are the key to understand the behaviour of consumers in a globalized world. So, it is imperative for international managers to keep in mind that customers from different countries have different needs and preferences (Hsieh & Tsai, 2009; Maheswaran & Shavitt, 2000). If the companies want to create high quality services and satisfied customers it is really important to fulfil their expectations (Sureshchandar *et al.*, 2002). Consequently, they need to know what each specific nationality expects from the service and this is the biggest issue. So, the purpose of this investigation was to analyse the impact of the national culture on service expectations through the empirical case of the tourist service Sightseeing, in Porto.

The findings obtained from this study can help international companies, in general, and the Sightseeing service, in particular, to gain competitive advantage. In order to answer to the research question, tourists from five different countries – Spain, France, U.K, Germany and Brazil – were interviewed and submitted to a survey in Porto. These five belong to the top of the nationalities that most visited Porto in 2014. The aim was to study their different expectations concerning the Sightseeing in the light of the Edward Hall's typology about time, space and communication. Moreover, after analysing the impact of the national cultures on expectations it was also done an analysis on the country of origin effect in order to evaluate if it also influences the expectations. With the first analysis it was possible to study the antecedents of *should* expectations - the level of performance customers wish to receive – and with the second it was possible to study the *will* expectations – the level of service the costumer will accept, once being in Portugal. So, the expectatios that tourists thought to be *should* expectations turned into *will* expectations with the effect of the country of origin. So, the same service to the same customers can be subjected to different expectations according to the country where it operates. In **Figure 6** it is possible to see that the nationality influences both expectations. Adittionaly, also the travel partner and the purpose of the visit have a significant impact on the tourist *should* expectations and the sex, the age, the frequency that tourists travel and the frequency they use the Sightseeing influences the *will* expectations.

The results of this study seemed to agree that expectations do differ according to the nationality of the tourist. The findings showed that for the majority of the Sightseeing expectations for each category (time, space and communication) there are at least two nationalities which have strongly different expectations. The results gathered from the study were consistent with the cultural typology of Edward Hall (1990) since the biggest differences were observed between a high-context vs. a low-context culture. The findings about the relationship between national cultures and expectations confirmed the claims made in previous researches where Donthu and Yoo (1998) and Cunningham *et al.* (2005) maintained that customers from different cultures or countries have different expectations concerning service quality which differ because of the cultural patterns of behaviour and attitudes. So, the Sightseeing service is expected differently from culture to culture. Additionally, we also concluded that expectations not only differ according to the nationality, but they also change according to the travel partner and the purpose of the visit. In a last analysis, the findings also revealed that there is a strong link between the Country of Origin Effect and the Sightseeing expectations in order that the acceptance of the quality of the service is affected by the image that people have about the country where it is provided.

In summary, the Hall's typology helped to organize and analyse the different service expectations. Regarding time expectations, the five nationalities do not expect the same bus frequency, they do not give the same importance to punctuality, they have different views about the waiting times and some nationalities accept more easily delays than others. Concerning space expectations, the five national cultures do not share the same expectations as well. They do not give the same importance to comfort, security and cleanness on the bus, as well as the seat preferences. Furthermore, there are nationalities that expect the service has free Wi-Fi connection and app for smartphones, while others do not expect that. With regard to communication expectations some nationalities expect a live guide, while others expect audio-guide. Moreover, some tourists expect direct information, while others prefer a storytelling; some nationalities believe that the informal sources, like tripadvisor, are more reliable than the formal sources, as the website of the company. So, the tourist cultural background has a significant impact when evaluating all these expectations.

However, not only the nationality influences expectations. The country of origin effect has also a significant impact on tourists' expectations about the Sightseeing in Porto. The tourists, regardless of their nationality, believe the service will be provide in a certain way, with good or bad quality, based on the image they have about Portugal and the Portuguese. So, although the tourists' expectations about time, space and communication about the Sightseeing correspond to what they want to happen (*should* expectations), they have already a preconceived idea about the country that influences what they believe will happen during the service delivery system (*will* expectations).

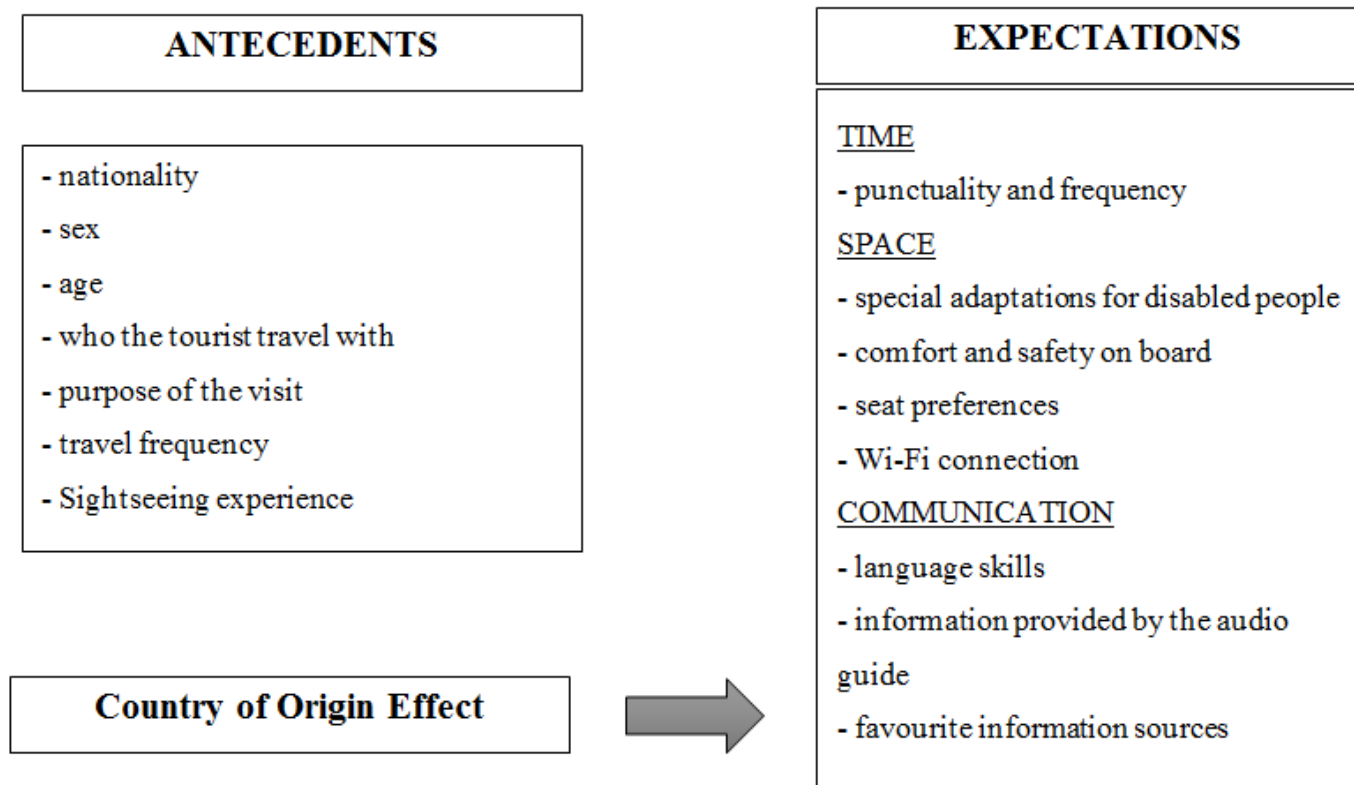
The results presented can provide useful information for managers of Sightseeing service. The results suggested that the national culture has an impact on service expectations as what one nationality expects does not coincide with others nationalities. The data gathered from the interviews and the surveys suggested a lot of aspects that normally managers of the Sightseeing do not think about. In reality this is the great contribution of this investigation. This study offers the opportunity for Sightseeing companies, not only in Porto, but worldwide, to keep in mind that just as there are different cultures, there are also different expectations. As Furrer *et al.* (2000) proposed if companies want to gain competitive advantage, services cannot be standardized anymore.

This study is a first step in connecting national cultures with Sightseeing service expectations and hence has some limitations that need to be recognized when interpreting its findings. First, from a methodological perspective, the sample is opportunistic and its size compromises the possibility for generalization on a wider scale and the number of respondents is not the same for each nationality. Second, the focus has been on the influence of the top five national cultures that most visited Porto in 2014, but it would be useful to replicate the study with other non-Western cultures and other countries which have stronger differences over each other. Third, this work focuses on *should* expectations and it would be interesting to study the *will* expectations. Fourth, it would be convenient to study not only the expectations, but also the perceptions of services, as well as the customers' complaints. Fifth, it would be interesting to replicate the study regarding another service. Finally, there are other

aspects that influence the customers' expectations that are not reflected in this research (e.g. the image of the company).

So, managers cannot forget that in a globalized world, where the same service is provided to a large variety of customers, they deal with different cultures, backgrounds, beliefs and expectations. In order to create satisfied customers around the world, international managers need to keep in mind that services should not be standardized and it is essential to be tolerant and accept the differences. As Edward Hall stated "we should never denigrate any other culture but rather help people to understand the relationship between their own culture and the dominant culture. When you understand another culture or language, it does not mean that you have to lose your own culture" (Sorrells, 1998).

Figure 6 The antecedents of the Sightseeing expectations



Source Own Elaboration

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Appendices

Appendix I: Interview guide

Interviewee Profile

1. Gender
2. Age
3. Education
4. Nationality
5. How often do you travel (per year)? How often do you use the Sightseeing?
6. Is this the first time that you visit Porto?
7. What is the duration and the purpose of the visit?

In your opinion, what should happen with the Sightseeing service concerning:

1. TIME

- 1.1 – punctuality
- 1.2 – bus frequency
- 1.3 – waiting time
- 1.4 – in the case of eventualities (bad weather or traffic)

2. SPACE

- 2.1 – accessibility
- 2.2 – seats disposition
- 2.3 – do you prefer to seat next another tourist or alone?
- 2.4 – quality of the equipment and cleanliness

3. COMUNICATION

- 3.1 – Should the driver speak your mother-tongue?
- 3.2 – Should the driver have time and knowledge to answer all the individual questions?
- 3.3 – Do you usually speak with other people on the bus?
- 3.4 – About the audio-guide, do you prefer direct information or a storytelling or just guidelines?
- 3.5 – The bus should have audio-guide or a guide?
- 3.6 – Do you give more credibility to official sources (sites) or informal ones (tripadvisor)?

4. Do you think that what should happen is what will happen? Why/ why not?

Appendix II: Sample description (surveys)

1. Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	109	41,6	41,6	41,6
Female	153	58,4	58,4	100,0
Total	262	100,0	100,0	

2. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
≤18	1	,4	,4	,4
18-29	90	34,4	34,4	34,7
30-39	37	14,1	14,1	48,9
40-54	59	22,5	22,5	71,4
55-64	46	17,6	17,6	88,9
≥65	29	11,1	11,1	100,0
Total	262	100,0	100,0	

3. Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Spanish	43	16,4	16,4	16,4
British	39	14,9	14,9	31,3
French	68	26,0	26,0	57,3
German	54	20,6	20,6	77,9
Brazilian	58	22,1	22,1	100,0
Total	262	100,0	100,0	

4. Level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary school	21	8,0	8,0	8,0
High School	53	20,2	20,2	28,2

University	188	71,8	71,8	100,0
Total	262	100,0	100,0	

5. First time visitor to Portugal?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	123	46,9	46,9	46,9
No	139	53,1	53,1	100,0
Total	262	100,0	100,0	

6. First time visitor to Porto?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	192	73,3	73,3	73,3
No	70	26,7	26,7	100,0
Total	262	100,0	100,0	

7. Who do you travel with?

	Frequency	Percent	Valid Percent	Cumulative Percent
Alone	31	11,8	11,8	11,8
Partner	99	37,8	37,8	49,6
Friends/ relatives	116	44,3	44,3	93,9
Organized group	16	6,1	6,1	100,0
Total	262	100,0	100,0	

8. What is the duration of your visit?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 day	7	2,7	2,7	2,7
2-3 days	110	42,0	42,0	44,7
4-6 days	86	32,8	32,8	77,5
7-14 days	32	12,2	12,2	89,7
≥15	27	10,3	10,3	100,0
Total	262	100,0	100,0	

9. What is the purpose of your visit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Visite friends/ relatives	24	9,2	9,2	9,2
Vacation	202	77,1	77,1	86,3
Business	2	,8	,8	87,0
Study	24	9,2	9,2	96,2
Other	10	3,8	3,8	100,0
Total	262	100,0	100,0	

10. How often do you travel during the year?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	1	,4	,4	,4
1	29	11,1	11,1	11,5
2	91	34,7	34,7	46,2
3	59	22,5	22,5	68,7
4	31	11,8	11,8	80,5
≥5	51	19,5	19,5	100,0
Total	262	100,0	100,0	

11. How often do you use the Sightseeing?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	70	26,7	26,7	26,7
Rarely	70	26,7	26,7	53,4
Sometimes	76	29,0	29,0	82,4
Almost always	35	13,4	13,4	95,8
Always	11	4,2	4,2	100,0
Total	262	100,0	100,0	

Appendix III: Survey

Survey to the tourists about the Sightseeing service expectations

The questions of this survey aim to obtain data for an investigation under the Master of International Business at the Faculty of Economics, University of Porto, about the impact of national cultures on service expectations.

The survey is divided into two parts:

- In the first part I intend to identify the profile of the respondents;
- In the second part I aim to get the tourists' opinions concerning the Sightseeing service, in Porto.

The responses of this survey will be kept anonymous and are only intended for my master dissertation

Thank you for your participation!

Fabiana Cristina Santos Oliveira
201000726@fep.up.pt

First Part: Profile of the respondent

Instructions: Please, mark with a [X] the desired response.

1. Sex

☐ Male ☐ Female

2. Age

☐ ≤18 ☐ 18-29 ☐ 30-39 ☐ 40-54 ☐ 55-64 ☐ ≥ 65

3. Nationality

☐ Spanish ☐ British ☐ French ☐ German ☐ Brazilian ☐ Other_____

4. Level of education

☐ Primary education ☐ High-School ☐ University

5. First time visitor to Portugal?

☐ Yes ☐ No

6. First time visitor to Porto?

☐ Yes ☐ No

7. Who do you travel with?

☐ Alone ☐ Partner ☐ Friends/Relatives ☐ Organized group ☐ Others

8. What is the duration of your visit in Porto?

☐ 1 day ☐ 2-3 days ☐ 4-6 days ☐ 7-14 days ☐ ≥ 15 days

9. What is the purpose of your visit?

☐ Visit friends/ relatives

☐ Vacation

☐ Business

☐ Study

☐ Other

10. How often do you travel during year?

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ ≥ 5

11. How often do you use the Sightseeing service?

☐ Never

☐ Rarely

☐ Sometimes

☐ Almost always

☐ Always

Second Part: Questions about the Sightseeing service expectations

Instructions: Please, circle the most appropriate number of each statement which corresponds most closely to your desired response.

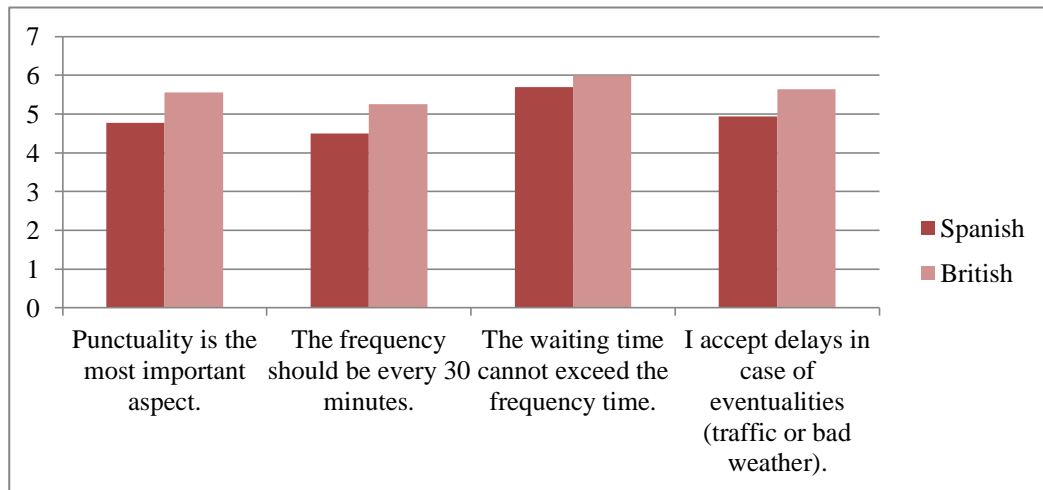
To what extent **do you agree** (from 1 to 7) with the following statements?

	Strongly disagree ①			Uncertain ④			Strongly agree ⑦
1. Punctuality is the most important aspect.	①	②	③	④	⑤	⑥	⑦
2. The frequency should be every 30 minutes.	①	②	③	④	⑤	⑥	⑦
3. The frequency should vary according to the season.	①	②	③	④	⑤	⑥	⑦
4. The waiting time cannot exceed the frequency time.	①	②	③	④	⑤	⑥	⑦
5. I accept delays in case of eventualities (traffic or bad weather).	①	②	③	④	⑤	⑥	⑦
6. I expect a reward in case of eventualities.	①	②	③	④	⑤	⑥	⑦
7. Buses should be adapted with ramps and space for wheelchairs.	①	②	③	④	⑤	⑥	⑦
8. Buses should have space for strollers.	①	②	③	④	⑤	⑥	⑦
9. There should be special stops for disabled people.	①	②	③	④	⑤	⑥	⑦
10. Buses should have written tour guides for deaf people.	①	②	③	④	⑤	⑥	⑦
11. I only travel on the bus if the seats are comfortable.	①	②	③	④	⑤	⑥	⑦
12. Security is the most important aspect.	①	②	③	④	⑤	⑥	⑦
13. I prefer to travel on a bus with free Wi-Fi connection.	①	②	③	④	⑤	⑥	⑦
14. I expect the service has an app for smartphones.	①	②	③	④	⑤	⑥	⑦
15. The cleaner the bus, the more tourists it will attract.	①	②	③	④	⑤	⑥	⑦
16. I prefer to sit alone rather than next to another person.	①	②	③	④	⑤	⑥	⑦
17. Travelling on the window side is better than on the hallway side.	①	②	③	④	⑤	⑥	⑦

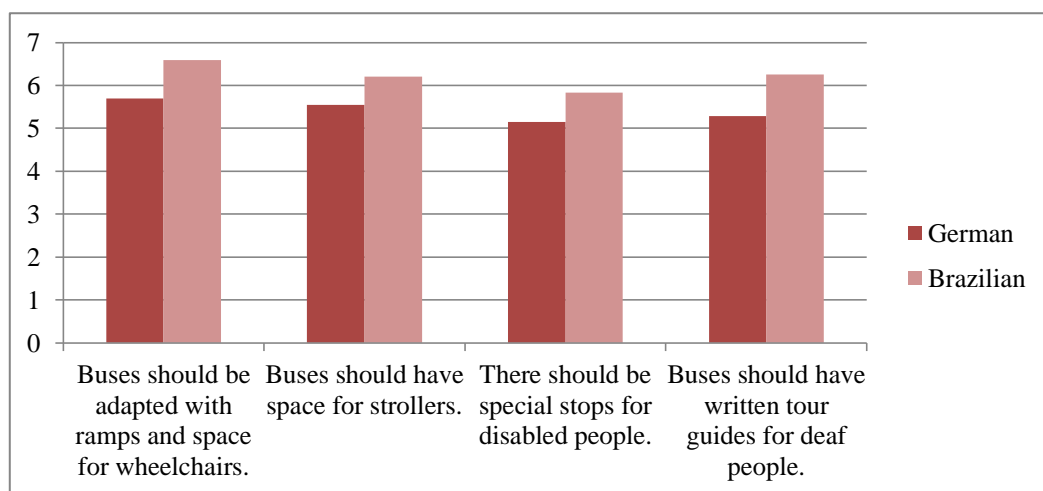
18. The convertible buses offer better sights than the covered ones.	①	②	③	④	⑤	⑥	⑦
19. I prefer the front seats.	①	②	③	④	⑤	⑥	⑦
20. The service should be standardized.	①	②	③	④	⑤	⑥	⑦
21. The communication established between the tourist assistant/ bus driver and me is crucial to evaluate the service quality.	①	②	③	④	⑤	⑥	⑦
22. The tourist assistant job is to communicate and the bus driver job is to drive.	①	②	③	④	⑤	⑥	⑦
23. Buses should have a guide rather than an audio-guide.	①	②	③	④	⑤	⑥	⑦
24. The information provided by the guide should be direct.	①	②	③	④	⑤	⑥	⑦
25. The information provided by the guide should be a storytelling	①	②	③	④	⑤	⑥	⑦
26. The bus driver should speak foreign languages.	①	②	③	④	⑤	⑥	⑦
27. The tourist assistant should speak, at least, 3 foreign languages.	①	②	③	④	⑤	⑥	⑦
28. The informal sources (tripadvisor) are more reliable than the formal sources (website of the company).	①	②	③	④	⑤	⑥	⑦
29. I have high expectations about the Sightseeing quality.	①	②	③	④	⑤	⑥	⑦
30. The experience I had in other cities influences my expectations regarding the same service in Porto.	①	②	③	④	⑤	⑥	⑦
31. I have a positive image of Portugal and the Portuguese.	①	②	③	④	⑤	⑥	⑦
32. I have the idea that the Portuguese are punctual people.	①	②	③	④	⑤	⑥	⑦
33. I have the idea that the Portuguese are able to speak foreign languages more easily than others.	①	②	③	④	⑤	⑥	⑦
34. I have the idea that the Portuguese are hospitable.	①	②	③	④	⑤	⑥	⑦

Appendix IV: Means of the answers between nationalities (Likert Scale 7 points)

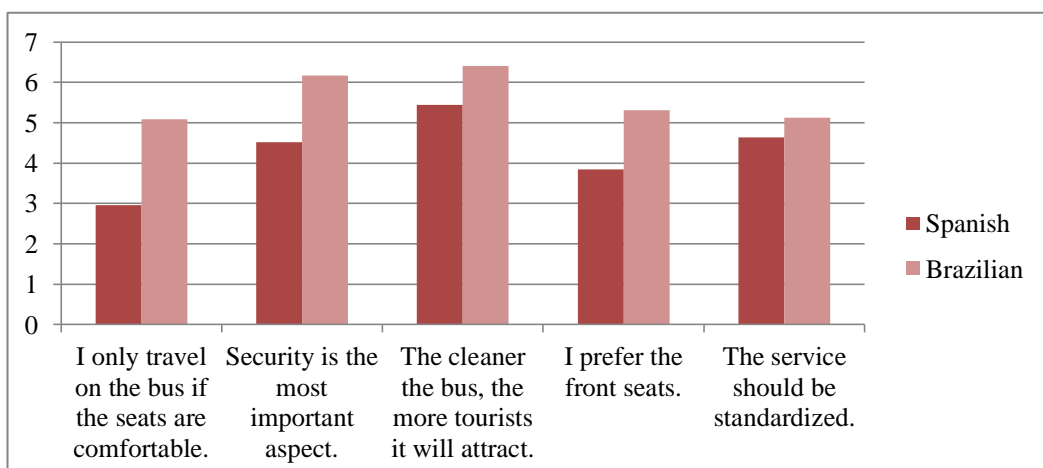
Category 1: Punctuality and frequency



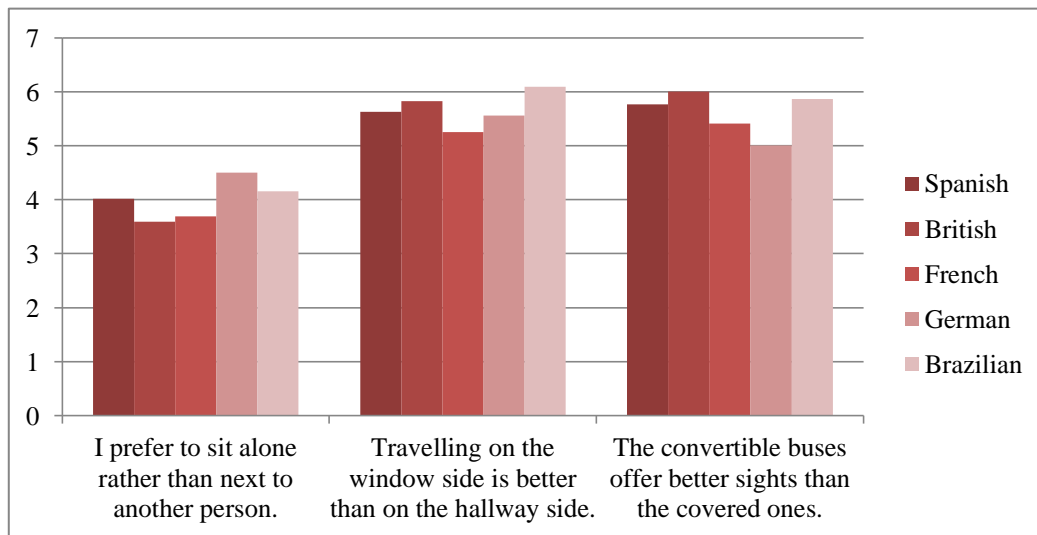
Category 2: Special adaptations for disabled people



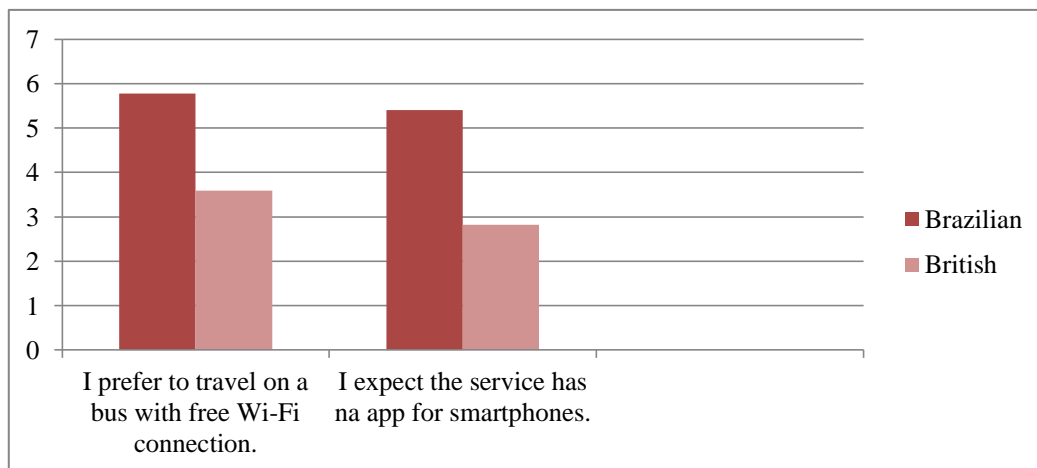
Category 3: Comfort and safety on board



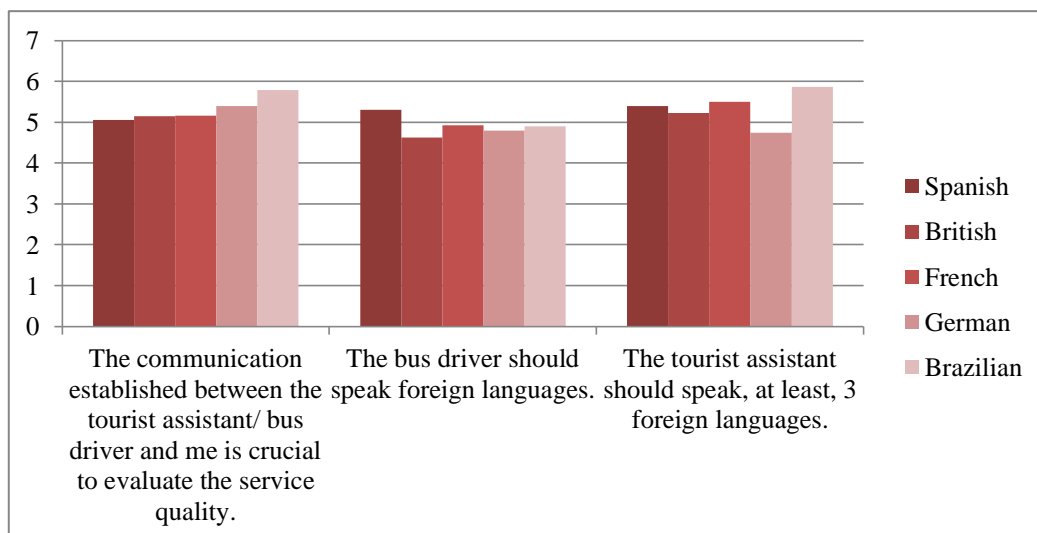
Category 4: Seat preferences



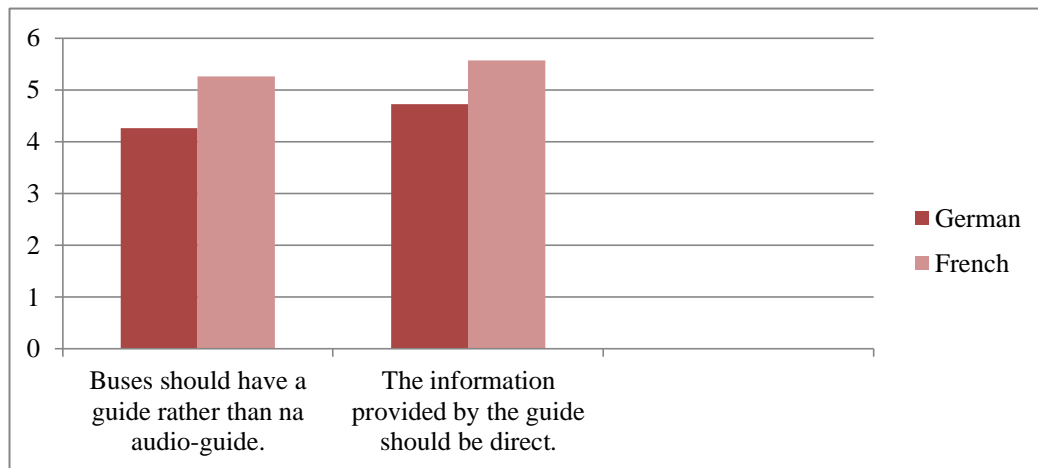
Category 5: Wi-Fi connection



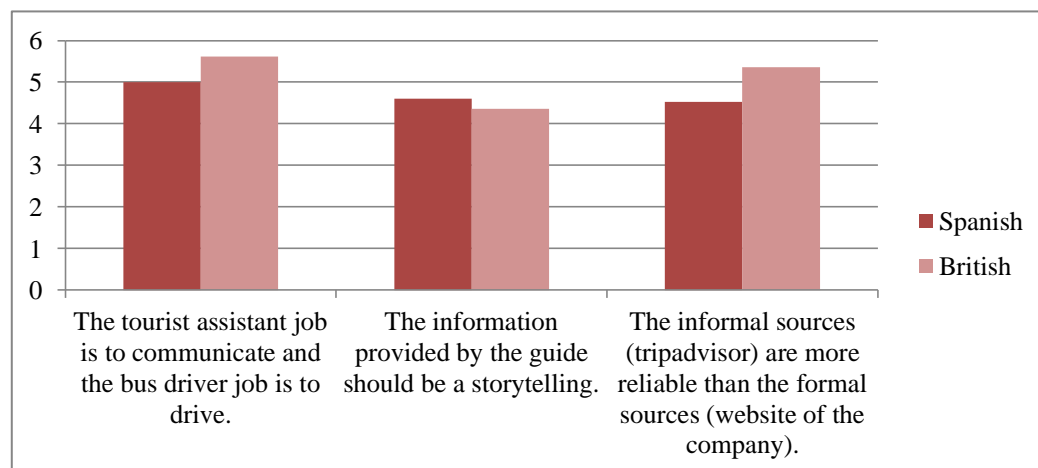
Category 6: Language Skills



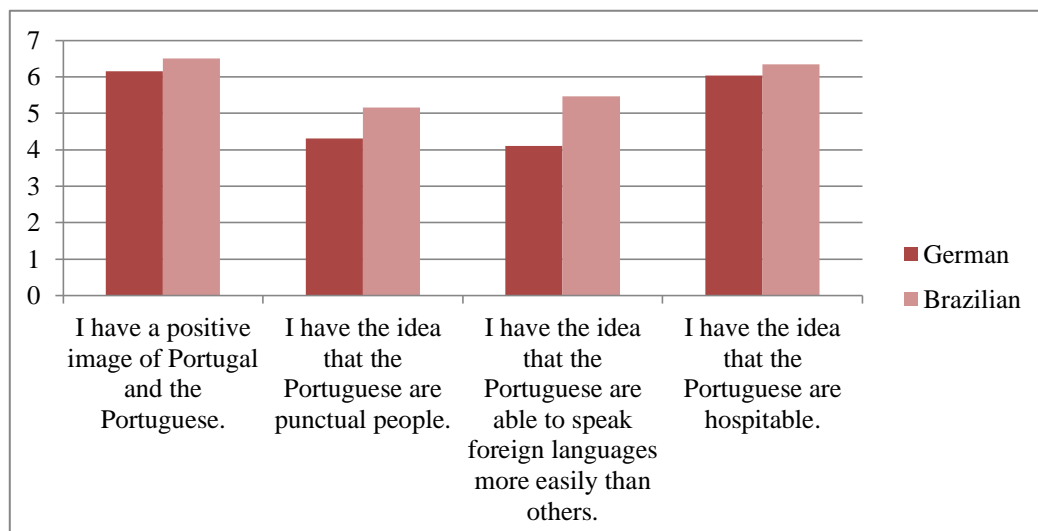
Category 7: Information provided by the audio-guide



Category 8: Favourite information sources



Category 9: The image of the country



Category 10: Past experience

